

MARCH - 1950

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PRICE 50 CENTS

ELECTRICAL MERCHANDISING

Kitchen Team...

The refrigerator-freezer
combination provides
complete food storage
facilities in the home...
Sell the whole service



APEX SPIRAL DASHER WASHER



Spring Special

THE GREATEST VALUE IN LOW-PRICED WASHERS!

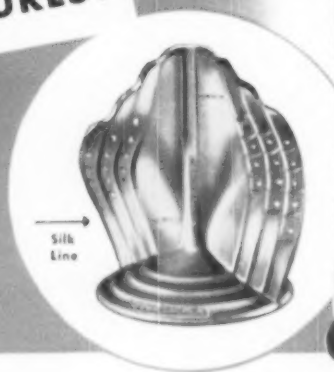
**COMPARE
EYE APPEAL!**

**COMPARE
WASHING EFFICIENCY!**

**COMPARE
EXCLUSIVE FEATURES!**

**NOTHING CAN MATCH
ITS NEW LOW PRICE!**

Get the details on prices and discounts
from your distributor...and **ORDER NOW!**



Yes, it has the **NUMBER ONE SALES-CLINCHER—THE FAMOUS APEX SPIRAL DASHER**

Get the details now on the Apex "Spring Special" and the full line of six fast-selling SPIRAL DASHER WASHERS. It's one of the reasons why this will be a *big year* for Apex Dealers everywhere. Tremendous sales successes will be made with the smart, new Apex 1950 line-up of automatic laundry, dishwashing and home cleaning appliances. There are plenty of reasons why more and more customers will **STEP UP TO APEX** in '50!

**THE APEX ELECTRICAL MANUFACTURING CO.
CLEVELAND 10, OHIO**

Ask your distributor about this...

**APEX LAUNCHES HUGE
NATIONAL ADVERTISING
AND MERCHANDISING
PROGRAM THIS MONTH!**

Apex



CLEANERS



WASHERS



WASH-A-MATIC



AUTOMATIC
DRYER



FOLD-A-MATIC
IRONER



DISH-A-MATIC



SINK



WASTE-A-MATIC
ELECTRIC
GARBAGE
DISPOSER



The Cover . . .

The refrigerator has long been accepted as a necessity in every kitchen as the only healthful means for food storage. But with the advent of the freezer food preservation became a fine art. Both appliances work hand in hand—the freezer for sharp freezing and storage of larger portions over a long period, the refrigerator for handling the food currently being used.

Photo by Dave Rosenfeld
Taken at Towne and Country Furniture Shop, New Rochelle, N. Y.



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Publication Office, 99-129 North Broadway,
Albany 1, N. Y.

Editorial and Executive Offices
330 W. 42nd St., New York 18, N. Y.

Electrical Merchandising • March, 1950,
Vol. 82, No. 3. Published once a month. Price
50 cents a copy. Allow at least ten days for
change of address. Publication office, 99-129
North Broadway, Albany, N. Y. All communica-
tions about subscriptions should be addressed
to J. E. Blackburn, Jr. (Vice-President for Cir-
culation Operations) Subscription rates—United
States and possessions: \$2.00 a year, \$3.00 for
two years, \$4.00 for three years. Canada
\$4.00 a year, \$6.00 for two years, \$8.00 for
three years, payable in Canadian funds at par.
Pan American countries \$5.00 a year, \$8.00 for
two years, \$10.00 for three years. All other
countries \$15.00 a year, \$30.00 for three years.
Entered as second-class matter August 22,
1936, at Post Office, Albany, N. Y., under the
Act of March 3, 1879. Printed in U. S. A.
Cable address "McGraw-Hill, New York." Mem-
ber A.B.P. Member A.B.C. Copyright 1950 by
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Vol. 82

ELECTRICAL MERCHANDISING

No. 3

A McGraw-Hill Publication

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INTERNATIONAL COVERAGE BY

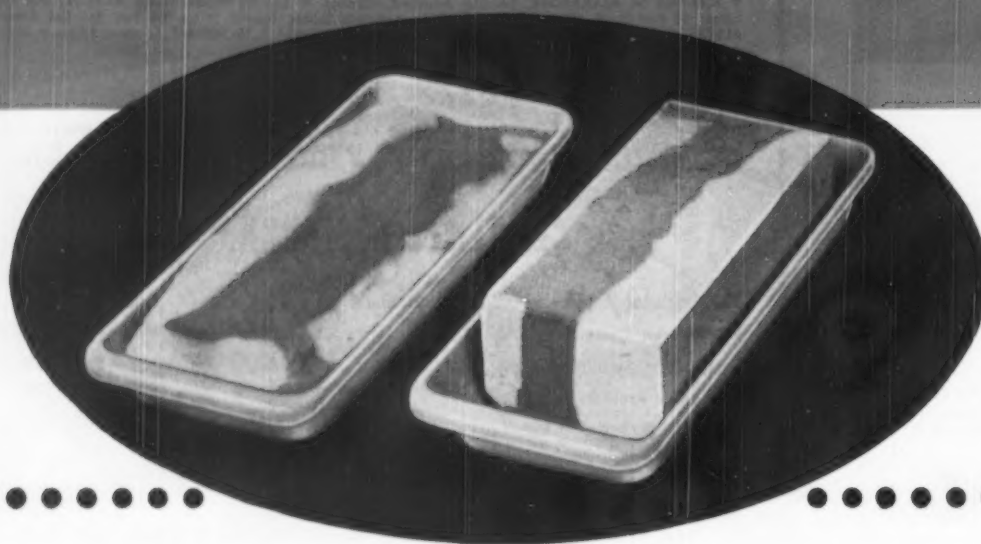


ELECTRICAL MERCHANDISING—MARCH, 1950

PAGE 1

Only ONE refrigerator

CAN PASS THIS ICE CREAM TEST...



The ice cream on the left has gone through the defrosting cycle in an ordinary refrigerator that was equipped with so-called "automatic defrost". It has lost its form and flavor, has no appetite appeal.

The ice cream on the right has gone through the "Frost-Free" defrosting cycle. It is still "brick hard", ready for serving.

This Ice Cream Test clinches the sale, hands down!

The amazing story of two bricks of ice cream is a top-notch sales clincher time after time. Practically every woman who owns a refrigerator has had ice cream turn to mush on defrosting day . . . she'll recognize the "thawed-refrozen" ice cream on the left.

That paves the way for the "Frost-Free" story . . . the

story of the refrigerator that keeps ice cream and frozen foods "brick hard" even during defrosting . . . that ends all defrost-day work and mess. It's what women have been waiting for since electric refrigeration was first introduced. And only Westinghouse salesmen can tell them . . . "At last, 'FROST-FREE' IS HERE!"

WESTINGHOUSE ELECTRIC CORPORATION

Appliance Division

Mansfield, Ohio

See T-V's Top Dramatic Show . . . "STUDIO ONE" . . . Every Week

**YOU CAN BE SURE...IF IT'S
Westinghouse**



It's the Great, New Westinghouse **FROST-FREE*** REFRIGERATOR-FREEZER

No other refrigerator on the market today can keep ice cream **BRICK HARD** through the entire defrosting cycle! That's because no other refrigerator automatically defrosts itself *before frost builds up*, defrosts so fast even frozen food and ice cream stay hard . . . and no other refrigerator automatically disposes of defrost water. Only this great, new Westinghouse "Frost-Free" re-

frigerator gives homemakers these exclusive features!

Alert Westinghouse retailers the country over are cashing in on these big exclusives. They're featuring "Frost-Free" in their ads, billboards, car cards and store displays. And they're bringing customers in by the score to see . . . *and buy* . . . from the Westinghouse "Finest in '50" refrigerator line.

MAKE YOUR STORE HEADQUARTERS FOR THE WESTINGHOUSE "FINEST IN '50" LINE!

Use This Traffic-Stopping Display and Promotion Material



The flashing "Frost-Free" display has plenty of action and plenty of sell. It stops traffic, invites questions and points up the outstanding features of the brilliant new "Leader in the Line".

The "Polar Polly" display tells a powerful sales story. It sells exclusive Westinghouse **COLDER COLD** . . . and proves that the temperatures in a Westinghouse are *right* for every food-keeping need.



To make it easy for you to "Demonstrate to Sell", there are Posters, Signs, Direct-Mail Folders, Selling Books, Sellagrams, etc. . . . In fact, everything you need to promote the "Finest in '50" line.

*Trade Mark



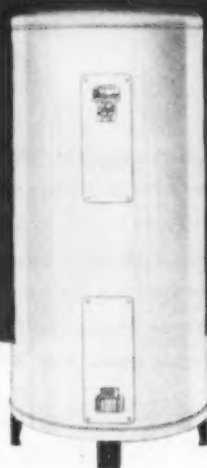
The finest profit lines of electric water heaters in America!



Permaglas



Duraclad



Milwaukee

A.O. Smith
Automatic Electric Water Heaters



Alert Dealers
Display This Emblem

Three outstanding lines to meet every selling need

You close more profitable sales when you offer the complete A. O. Smith lines of automatic electric water heaters • both glass-surfaced and zinc-clad tanks • upright-round and table-top models • sizes and prices for all homes and budgets. You're *first* in your community, for sales, profits, and satisfied customers, when you sell A. O. Smith automatic electric water heaters.

A. O. Smith dealers everywhere benefit from the most complete, most extensive, and *most useful* advertising and merchandising aids you've ever seen.

Regular national advertising . . . practical selling helps . . . dramatic demonstration tools. Make 1950 your biggest year! Send the coupon for detailed information now.

REMEMBER—the A. O. Smith "Permaglas" Automatic is the only electric water heater you can **DEMONSTRATE**, easily, in your store!

MAIL THIS COUPON TODAY!

A. O. Smith Corporation, Dept. EM-350
Water Heater Division, Kankakee, Ill.

Without obligation, tell us how we can make more money in 1950 with the A. O. Smith line of automatic electric water heaters.

Name

Firm

Street

City State

Atlanta 3 • Boston 16 • Chicago 4 • Washington 6, D.C. • Philadelphia 3 • Denver 2 • Detroit 2
Houston 2 • Los Angeles 14 • New York 17 • San Diego 1 • Midland 5, Texas • Pittsburgh 19
Dallas 1 • San Francisco 4 • Seattle 1 • Tulsa 3 • International Division: Milwaukee 1
Licensees in Canada: John Inglis Co., Ltd.

THE NATIONAL APPLIANCE AND RADIO PICTURE

Reports of Business from ELECTRICAL MERCHANDISING's Regional Editors

THE EAST

By Robert W. Armstrong

LAST year the experts were confounded when the traditional spring selling season failed to materialize. Now they have cause to be perplexed again, but more happily, because the usual January sales slump failed to put in an appearance. Reports from all over the East are that sales of most major appliances and television exceeded January, 1949, totals and in some cases stayed up to December levels. One washer manufacturer, for an outstanding example, declared in the Boston area his product had the best sales month in history. Boston merchants in general even avoided the old-time seasonal housecleaning orgy.

Rhode Island sources found that sales volume slipped off from December highs, but not seriously so and dealer buying at distributor showings during the month was unusually heavy, particularly on refrigerators, ranges and television. One distributor said he needed 1,200 ranges to fill dealer orders, could get deliveries of only a few at a time.

In the Buffalo area of upstate New York, dealers found no slide in demand. As in most other areas, refrigerators were outstanding performers, but, unlike other districts, automatic washers were "disappointing" because of an apparent switch to wringer types. Chief consumer complaints against automatics seemed to be based on their relatively high prices and mechanical operation.

Long Island Clears Out. Retailers in Long Island, up against the by now permanently established hit-and-run competition of New York's metropolitan area, found January normally slow, stimulated business with clearance sales. According to reports, they were in pretty good shape on white goods, found their biggest headaches in TV. Almost every week during the month newspapers were full of ads offering 1949 receivers at 40 to 50 percent off list, but metropolitan consumers, as cagy as any in the world, and well aware of the pending price drops on new lines, frequently decided to wait. Stricter credit regulations by the banks, sometimes demanding down payments of one-third before accepting paper, were making it tough for dollar-down-dollar-a-week promotions. But some merchants, who popped up with good promotions, did a better business. One small department store tied-in with the local supermarket for a successful series of home economics classes and contests. An-



ARMSTRONG

other merchant offered free installations on automatic washers, selling over 50 units on this basis.

Overall television volume in the New York area was high, even in January. But continuing reductions in prices by manufacturers were making it difficult for high-overhead outlets to make a worthwhile profit and at least two prestige dealers, W. & J. Sloane and Steinway, announced that they were dropping TV.

Sales Whirl in Washington. Automatic washers, refrigerators, and ranges have met or exceeded last January's totals in Washington. One dealer reports a shortage of the last two items. Traffic appliances appear spotty, one dealer claims they sold well during the month, another reports that, with the exception of one brand of coffeemaker, sales took their usual January dive. Ready-plumbed dishwasher sales, as reported by one distributor, have been high. Two distributors report good demand for garbage disposers and one wholesaler gleefully declares a complete sellout on a new 11 cubic foot freezer.

New Jersey Is Mad. Dealer relations with distributors in the New Jersey area close to New York are, to understate it, less than harmonious. Complaints vary from dealer to dealer, but most of them can be traced back to the fact that wholesalers are pushing merchandise. On the surface, it seems paradoxical that dealers could resent aggressive selling when that is the life-blood of their own businesses. But the objections are often expressed against the forms that the selling takes. One of the chief complaints, of course, particularly from smaller dealers, is the tie-in. One dealer in Keyport, who says he did a good business in refrigerators even in January, complains that his distributor suggests that he buy more white goods if he wants delivery on TV.

A dealer with 25 years of experience in Paterson complains loudest against an arbitrary appropriation of \$300 for cooperative advertising which is imposed every year by his wholesaler. His operation, he says, is small, and \$300 burned up in full-page ads where his name is listed with 100 other dealers doesn't do him nearly as much good as if he were allowed to spend the same sum in cooperative advertising in his own local papers with ads of his own choosing. "Refuse to pay up," he moans, "and you lose your franchise." Another complaint, not directed so much at distributors, is the constant fluctuation of TV prices and models. Price protection, say some dealers, means nothing, because the same set will appear with a different model number and a lower price within a few weeks after its original introduction.

All of these complaints may be neither justified nor remediable, but, as one distributor spokesman admitted, they don't augur for a healthy business relationship.

THE MIDWEST

By Tom F. Blackburn

THE boys that tumbled off the Pullmans in Chicago for the meetings of the National Assn. of Radio and Appliance Dealers were far more serious than their brothers in the distributing or manufacturing lines. One thing made apparent at the sessions is the fact that the average Middle Western dealer is a babe in the woods in the matter of inventories. Brought up on rationing, he had no idea what he should carry when goods became plentiful; he over-extended, got caught in the pocket and today is beginning to learn what he should keep on hand. Crosley's W. A. Blees made a hit when he told the dealers to carry only one-twelfth of what they sell during the year. They simply didn't know.

It is a good guess that promotions are going to get a play from retailers this coming year. Dealers at NARDA didn't seem to care for cooperative advertising, they wanted something they could send out or use in their own name. Direct mail pieces or displays are quite welcome. Virtually none of them have been around for seven or eight years. Dealers will listen to some of the fundamentals. Serious essays like the one written by R. H. Schneberger of Coolerator on "How to put on a meeting" get their interest, for they simply don't know. The training of salesmen is a mystery to them, and from discussion on the floor it is apparent that no two of them agree as to how much commission you would have to pay men to get their cooperation.

Big-eyed Television. A Peter Arno cartoon in the *New Yorker* showed a husband telling his wife to put on some clothes when she watched television. He apparently thought the big tube was an eye looking at them. That the family doesn't want television tubes staring at them when they are not looking at it, is evidenced from the trend in TV sets introduced recently in the Middle West. People like to have their TV tubes behind doors that can be opened. Take a look at the big expensive sets and notice how this trend is coming.

Oddly enough, the distributors who are going to do the selling of television in 1950 go almost entirely on physical appearance of the television unit. They don't ask a word on how they work, applaud politely for redesigns that overcome earlier handicaps. There is little talk of machinery at sales conventions.

Sales Need a "Reason Why." Sears Roebuck burst forth in the



BLACKBURN

Middle West with a "100 carload sale," offering their entire line of appliances at discount with the exception of dishwashers. Just why this firm chose January is a mystery. A \$219.95 Coldsport offered at \$199.88, a deluxe Kenmore washer, regularly \$114.95, at \$94.88, an ironer, usually \$129.95, at \$99.88. The Kenmore automatic washer, \$209.95, was offered at \$184.88.

January saw even smaller dealers running promotions. The H. J. Schrader Co., northern Indiana group, was successful in getting 3,500 old refrigerators in trade during an old refrigerator contest.

Sew Machines Wake Up. The sewing machine has been taking off its wraps as a 'sleeper' in the appliance market. The Domestic Sewing Machine Co. at its distributor convention frankly announced that the sewing machine was joining the powerhouse group. Several new sewing machines, some of the chain-stitch variety, were shown at the January markets. Even the Singer Sewing Machine Co. has been getting active with its publicity. Although the oldest appliance in America, the sewing machine has lagged far behind in saturation, compared to other appliances.

One of the surprises of the January markets was the avalanche of price cuts on television. A lot of the biggest set makers, such as RCA, Admiral, Philco, Motorola, offered new lines at lower prices. Some dealers maintain that the money wiped off the price tag should have been used to compensate dealers for their skimpy margins. Nevertheless, all were agreed that lower prices meant a wider public.

Not even the experts can give a good explanation as to why vacuum cleaners boomed so around the holidays last year. With the same breath they can explain exactly why portable dishwashers are getting such a play: they bypass all plumbing and installation problems.

Training by Air. A cute television program idea is burgeoning on the calendar of a Middle West utility. The thought is to take TV time in collaboration with certain distributors, and have their crack salesmen put on a very complete sales demonstration of each type of appliance. Idea, of course, is to tap all the retailers in the area, and have these dealers sit their salesmen down and learn how a master presents merchandise. The programming, of course, will be at an off hour for the dealers' salesmen and what good comes from the public will be strictly lagniappe.

Kitchens in the Country. In the complete kitchen field it looks as if the rural regions are really beginning to take the rubber band off the bankroll. Two manufacturers report their best distributors are to be found in the corn country.

And that's the way things look to one who is groggy with attending three solid weeks of markets and conventions.

(Continued on next page)

STIMULATE YOUR SALES

with the only Massage Instrument
of its kind in the world

Oster
REG. U.S. PAT. OFF.
STIM-U-LAX
JUNIOR

There is no other massage instrument like an OSTER. Its famous SUSPENDED MOTOR ACTION is patented and available only in OSTER massage instruments. The motor is suspended between two bearings—rotates on an eccentric bearing at front, pivots on a spring at rear. This exclusive construction delivers controllable, rotating-patting movements of Swedish-type massage to the finger tips—several thousand movements per minute—mildly soothing or deeply penetrating. When you sell the OSTER STIM-U-LAX Junior you are selling the world's finest massage instrument.



NATIONALLY ADVERTISED • Life • Saturday Evening Post • Good Housekeeping • National Geographic • Esquire

JOIN THE OSTER PARADE TO
ADDED SALES and EXTRA PROFITS

Guaranteed by
Good Housekeeping

America's Most Beautiful
Hair Dryer

Oster
REG. U.S. PAT. OFF.
Airjet

HOLD IN HAND

STAND ON TABLE

TILT TO ANY ANGLE



It Pays to
Feature All
Oster
Appliances!

Here's a "must" for the woman who does her hair at home. Oster's exclusive jet design gives this extra profit maker new beauty and efficiency. Sell your customers on Airjet's convenience for home shampoos and waves...tell your customers about Airjet's other uses...for drying nail polish, stockings, lingerie, for defrosting refrigerators and frozen foods.

NATIONALLY ADVERTISED • Life • Saturday Evening Post • Good Housekeeping

JOHN OSTER MANUFACTURING COMPANY • RACINE, WISCONSIN

THE NATIONAL APPLIANCE AND RADIO PICTURE

CONTINUED FROM PAGE 5

THE SOUTH

By Amasa B. Windham

OUR survey indicates that as veterans received their insurance checks, a good percentage went into the purchase of electrical appliances, just as the forecasts declared. Dealers in the smaller cities of the South particularly profited from the cash outflow. One retailer in Columbus, Miss., for example, accepted four of the checks during January toward the purchase of appliances and was sure other transactions were spurred by the added income.

But despite this lift to buying power, business was not quite up to last year's mark. It was about even in New Orleans, Charlotte and Memphis, off slightly in Birmingham, Atlanta, Houston and Dallas, and sharply off in Richmond, Miami, Louisville and some of the secondary cities. Many dealers freely confessed, however, that the fault seemed to be theirs and not in any decrease of buying potential.

"We realize we need a new approach to selling," the head of a Jacksonville firm said. "The business is there—it's up to us to get it." Another dealer in Jackson, Miss., told this reporter that his trade area was "unsaturated, unsold and in need of everything." He was making plans to do something about it immediately. Still another retailer, in a north Alabama farming section, declared he intended "to double our last year's sales because we're going to work on such things as disposal units and dishwashers, which we have never pushed before."

Some Areas Improve. In the larger cities, dealers apparently had improved their sales organizations considerably and had a better time of it. In New Orleans, a wholesaler reported business for January was better than hoped for and that he saw no reason for a let-up in the next few months. His verdict was that things are a little easier to pay for and the cost of living is slightly lower. In Birmingham, dealers cast fearful eyes on the effects of the coal strike, remembering the havoc done to their sales volume last October.

Best sellers so far this year have been the old reliables, refrigerators, ranges and washers. Electric ranges, which suffered a slight overall drop in sales last autumn, were going great guns again, principally because of the continued boom in building. Nashville, Tenn., came in with some impressive figures on range selling. An estimated 62.3 percent of homes in that city were using electric ranges and approximately three-quarters of the new service applications received were for electricity. A campaign staged by the Louisiana Power & Light Co., several months

ago, was still paying off. Range sales were reported higher in that area in January than in any previous January. Houston and Dallas also noted considerable improvement in range sales.

Water heaters also were among items with the best turnover, with the Carolinas and Tennessee as leaders in the selling field. Disposal units were not moving very fast, nor were dishwashers, home freezers, ironers and air-conditioners. Laundry equipment held its own as did electric housewares and small radio sets.

Television Demand Big. Television was the big jackpot. The South seems to have embraced it like a hungry bear after a bee hive, and the demand continued unabated. Allocation was still the big problem and a dealer in New Orleans summed up the situation by saying: "I can sell twice as many sets as the number allocated to us for the next few months." Many dealers were setting up "television departments" and apportioning additional space on their floors for display and demonstration.

Little if any improvement has been shown in the sales training situation. Good salesmen, born that way, simply are not available and neither southern dealers nor wholesalers, in general, have instituted satisfactory sales training programs. There are some notable exceptions, of course, but as a rule, merchandisers in this section could profitably devote a whole lot more time to the problem.

Trade-ins Are Standard. A quick look at other phases of the appliance situation in the South shows that trade-ins have become standard practice almost everywhere, with many dealers devoting considerably more time and personnel than ever toward reconditioning and selling; that dealer mortality is about on a par with new openings; that excellent promotions by the utilities and local power boards continue to boost dealer sales, and that optimism for the immediate future is high.

As the second month of the year passes into history, one conclusion is inevitable: If electricity output is a good barometer of business, and it usually has been, then 1950 is headed for another record year. At the end of 1949, electricity was being supplied to approximately 70 percent of the South's occupied houses. This is a little lower than the national average, but it is a remarkable gain for this section and the trend is marked. Florida Power & Light Co. will spend \$18-million on expansion in the immediate future; the Alabama Power Co., will spend more than \$20-million; Carolina Power & Light will invest \$18-million; Mississippi Power & Light has a multi-million dollar program underway and almost every other utility in the South has similar projects planned or going. As has been pointed out, the whooping and hollering about retailing miracles is mostly in the unsaturated South. We might add it is likely to be that way for some time to come.

(Continued on page 8)



Offer Better Cooking and see your sales soar!

**Cutler-Hammer Pyroflex Range Surface Units
with Two-Way Heat Flow have instant appeal;
build replacement sales into modernization volume**

Something new always gets attention. Something better always builds sales. There in a nutshell are the reasons why dealers everywhere are finding Cutler-Hammer Pyroflex Range Surface Units powerful sales builders.

The two-way heat flow they provide is more than a "feature" when women put these better units into use. It is the finest electric cooking they have ever known, better heat control, even heat distribution across the bottom of each utensil that eliminates hot spots and sticking. As a consequence, each Cutler-Hammer Pyroflex Unit sold for replacement does a continuing selling job for the dealer, time and again resulting in multiple sales for the complete modernization of the range where a single replacement unit has been installed.

Cutler-Hammer Pyroflex Units are easy to install,

are interchangeable with the units in most ranges now in use. Only 9 adaptor rings are needed. These units are fast and will not warp or twist out of shape through years of use. They are easy to clean . . . with an automatic tip-up reflector pan that lifts out simply.

Experienced merchants also appreciate the time-saving quick consumer acceptance which the nationally advertised Cutler-Hammer name brings to these better cooking units. Now is the time to offer better cooking with Cutler-Hammer Pyroflex Range Surface Units and see your sales soar. Write today for a copy of the Pyroflex book and the name of your nearest Pyroflex distributor. CUTLER-HAMMER, Inc., 1280 St. Paul Ave., Milwaukee 1, Wisconsin.

MEDIUM-HEAT ELEMENT
(Cutler-Hammer Design) (Conventional Design)



THIS
TWO-WAY HEAT FLOW
Hot in center
and hot outer edge



NOT THIS
ONE-WAY HEAT FLOW
Hot in center
cold outer edge

Any well-built cooking unit provides good heat distribution when both elements are used together. But 90% of all electric cooking is done at controlled-heat switch positions using only one of the two elements. It is over these vital cooking heats where only a single unit is used that the unique two-way heat flow of Cutler-Hammer Pyroflex Units makes such an important contribution to better cooking.

LOW-HEAT ELEMENT
(Cutler-Hammer Design) (Conventional Design)



THIS
Heat flows both ways
from median position of
C-H multiwave element



NOT THIS
Hot outer edge
cold center



Electric Heating Units

SOME IMPORTANT DISTRIBUTORSHIPS ARE STILL OPEN. WRITE OR WIRE TODAY
ELECTRICAL MERCHANDISING—MARCH, 1950

CONTINUED FROM PAGE 6

Look at your Markets for **DEMING** water systems!

THE COMPLETE
DEMING LINE
Blankets
YOUR MARKETS!

YOU have the markets . . . DEMING has the line . . . the COMPLETE line of electric water systems! It's a TOP-FLIGHT profit-proposition. Make the most of it!

Consult your Deming Distributor NOW for complete details. Deming Sales Aids include window displays, counter displays, wall posters, dealer identification signs, demonstrator outfits, direct mail advertising, mats for local newspaper advertising, catalog service, and national advertising.

Why delay? Act NOW!

MARVELETTE



Shallow Well System
Capacity: 250 gals. per hour

MARVEL for shallow wells

Capacities:
275 and 375
gals. per hour



DUPLEX for shallow wells

Capacities:
500 to 1800
gals. per hour



OIL-RITE for shallow wells

Figure 1808
"Oil-Rite".
Capacities:
500 to 4800
gals. per hour.



JET SYSTEM for shallow wells

Figure 4950.
Capacities
from 240 to
825 gals. per
hour



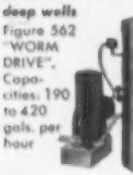
JET SYSTEM for deep wells

Two pipe
and single
pipe systems.
Capacities
from 200
to 4500
gals. per
hour



WORM DRIVE for deep wells

Figure 562
"WORM
DRIVE".
Capacities: 190
to 420
gals. per
hour



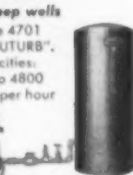
OIL-RITE for deep wells

Figure 1062
"OIL-RITE".
Capacities:
190 to
3600
gals. per hour



MINUTUB for deep wells

Figure 4701
"MINUTUB".
Capacities:
900 to 4800
gals. per hour



If you don't know where to locate
YOUR Deming Distributor, write...
THE DEMING COMPANY
539 BROADWAY • SALEM, OHIO

SELL

DEMING
THE COMPLETE LINE
PUMPS AND WATER SYSTEMS

THE FAR WEST

By Clarinda G. Taylor



TAYLOR

UNUSUAL cold weather again in the West, which means another power shortage in the Northwest, definitely cutting down dealer sales.

The post-Christmas and pre-inventory period in the San Francisco Bay area has been one of price cutting sales to clear the shelves and this pattern was followed in most areas of the West. Established dealers hope the flurry is temporary. The Spokane IEEDA recently made a study of price cutting in that area and reports the consumer reaction to appliances sold below cost to be: "I wonder what is wrong with it?"

Emphasis on Outside. There are still occasional dealers dropping out. Usually it proves to be poor buying and poor management which causes the failure. One large local firm recently closed its doors with a fantastic accumulation of unsalable stock, which had to be disposed of for what is would bring.

Characteristic of active dealers determined to survive is the emphasis now on outside selling. Some firms have already well-established corps of salesmen who are making good money for themselves.

Shortage of Trained Salesmen. Trained salesmen are not easy to come by and apparently only a few stores are doing a successful job of training the men they get. A southern California shopper who toured 33 stores in one community reports that only in one establishment was any effort made to sell the appliance. About two thirds of the Spokane dealers queried by the dealers' association there say they have a shortage of trained staffs.

Wringer Washers Washed Up? In the San Francisco Bay area the conventional-type washer has definitely dropped into the background with almost all emphasis on the automatic type. Dealers frequently do not even stock the wringer-type, and when they do, most do not push it, thereby undoubtedly losing a good many sales from lower income prospects and from young couples who need a washer but cannot afford the more expensive type.

After Veterans' Insurance. Veterans' insurance checks are beginning to appear in the mails and electrical dealers here are all set to get their share. One San Jose firm jumped the gun with a special promotion, asking "Why wait for your check to arrive?" They report a pretty good response.

Interest in Bedding Campaign. San Diego is getting a lot of human interest into their January electric bedding campaign. They have adopted an aged Indian, 102-year old Joaquin Paipa, whose shanty home and possessions on the Inja

Indian reservation were recently destroyed by fire. When it was learned that no government fund or agency could help him, the Bureau of Radio and Electrical Appliances undertook to present him with \$1 for every electric sheet or blanket sold during their January promotion. Dealers contribute 25c, distributors an equivalent amount and the utility matches both to make up the fund. Newspapers and radio spread the appeal to the public.

Successful Promotion. Bakersfield (Calif.) dealers recently ran a successful five-day ironer promotion, modeled after an earlier San Diego event. In return for sitting down at an ironer in a dealer's store to iron a towel, the customers were given a ticket in the daily drawing by which an electric ironer was presented each day to the holder of the lucky number. Dealers report excellent results from the community-wide event.

Cooking schools have broadened out to include home freezers and diversified laundry equipment. A most successful "homemakers' party" of this sort is reported from Taft, Calif.

A Las Vegas, Nevada, dealer combined with a supermarket to run a three-day promotion and sold \$10,000 worth of appliances during the event.

Top rating in El Paso's Round-Up promotion of electric ranges and water heaters went to an exclusively electrical dealer (no gas appliances), who credits his success to the fact that he had one story to tell, not two. In all, 435 electric ranges and 269 electric water heaters were sold in this area during the event.

Calapco of Phoenix reports real success with its through-the-dealer selling plan. Aided by prospects turned in by utility field men, dealers sold 105 percent of quota the first month and did more than half a million dollars' worth of business during December. The utility's home service department is offering help with customer "home parties", store demonstrations and follow-up of major appliance sales at the dealer's request.

Growing Volume of TV Sales. An idea of the growing importance of television in the California sales picture is obtained from the report current to the effect that 45 percent of all appliance paper carried by one large state-wide bank is now for television sets.

Much of this success of recent TV sales in Los Angeles is credited to coin-meter selling, plus, of course, lower priced sets, better programs, removal of Regulation W and growing public acceptance.

California's local TV-in-color outfit, which is appealing for a permit to the federal commission, recently created a commotion in San Francisco by staging a color-TV demonstration in one of the department stores. Local dealers protested, but the demonstration was carried out, though every emphasis was placed in the announcements on the fact that, if adopted, the system would not make present black and white sets obsolete.



"Say! Have you heard about the new Completely Hermetically Sealed Refrigerating Systems in York Air Conditioning Units?"

"Sure! Everybody's talking about it—and it carries a full 5-year guarantee! I could sell these new 1950 Yorkaires to Eskimos!"



FROM COAST TO COAST YORK DEALERS ARE TALKING ABOUT THE NEW UNBEATABLE LINE OF YORKAIRE ROOM CONDITIONERS FOR PEAK SALES IN 1950!

NOW'S THE TIME to get yourself set to cash in on the BIG demand for summer air conditioning. As a York Dealer you can offer the new amazingly efficient, appealingly priced Yorkaire Room Conditioners—window-sill and console models—for homes, business and professional offices, stores and shops.

No longer a luxury, summer air conditioning is now a demanded necessity. Just like heating in winter! So be ready to jingle your share of the profits from this snowballing trend toward comfort air conditioning.

And remember, products are only part of the story! Behind York's unbeatable, complete line of products is one of the industry's strongest dealer campaigns: Direct mail programs . . . national advertising in consumer, industrial and trade publications . . . local newspaper and radio advertising . . . educational slide films . . . sales promotion tools of every type . . . modern sales training in field-tested techniques from approach to close . . . plus the backing of a powerful, capable York Distributor . . . and the prestige of the York name—known as the leader in air conditioning and refrigeration for seventy-five years.

Get complete details of how and why you can step up your annual profits. See if the very valuable York Dealer Franchise—specialty or full-line—is available in your territory. Write today. York Corporation, York, Pennsylvania.



PIONEERS IN INVENTION AND DEVELOPMENT SINCE 1874

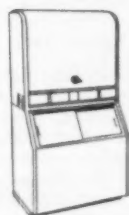
Refrigeration and Air Conditioning

HEADQUARTERS FOR MECHANICAL COOLING SINCE 1885

ADDITIONAL YORK PRODUCTS AVAILABLE TO FULL-LINE DEALERS



"PACKAGED" YORKAIRE "STORE" CONDITIONERS



YORK AUTOMATIC ICE MAKERS



YORK CONDENSING UNITS

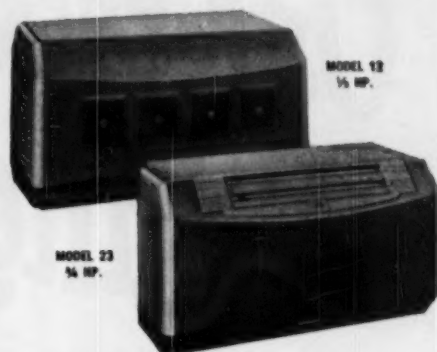


YORK UNIT COOLERS



YORK FLARICE MACHINES

SIX NEW 1950 YORKAIRE ROOM CONDITIONERS NOW AVAILABLE TO YORK SPECIALTY DEALERS!



MODEL 12
1/2 HP.

MODEL 23
1/2 HP.

Yorkaire Room Conditioners

Sales of these window-sill units for use in homes and offices are beginning to snowball fast! You can cash in!

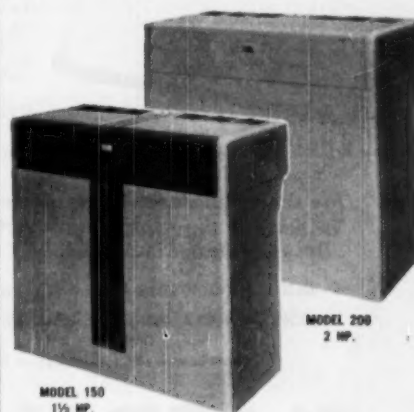


MODEL 33—1/4 HP.

MODEL 100—1 HP.

Yorkaire Room Conditioners

You can capitalize on sales of this popular console to an almost limitless list of prospects. Compactness and beauty make it sell itself! (Available in two hp. ratings.)



MODEL 150
1 1/2 HP.

MODEL 200
2 HP.

Yorkaire Conditioners

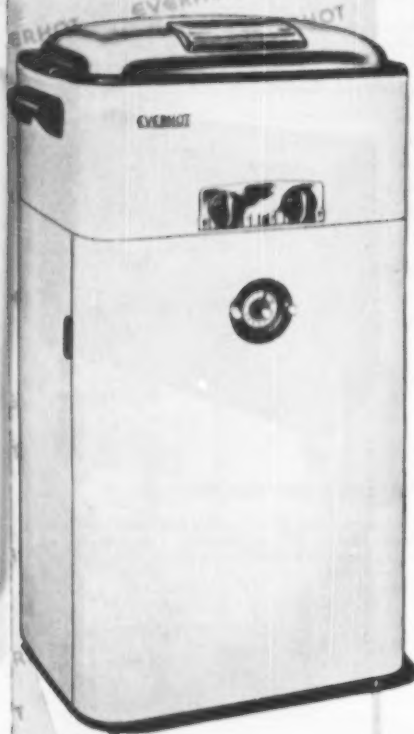
These are the brand-new, grand-new Step-Matic Consoles. Perfect for large rooms, multiple spaces with connecting ductwork, and residential summer air conditioning when applied to forced warm air heating systems.

OUR BUSINESS IS IMPROVING YOUR BUSINESS

ELECTRICAL MERCHANDISING—MARCH, 1950

PAGE 9

One-Package Selling!



● **ROASTER . . .**
precision built and full 18 quart capacity with self-basting cover, curved oven glass observation window, self regulating steam escape, and handy adjustable "2 level" lift rack. With finger tip cover control—NEW, IMPROVED and EXCLUSIVE TO EVERHOT. Provides ease and convenience of control not found in any other roaster at any price.

● **CABINET . . .**
of welded steel construction, full width door, modern functional design.

● **TIMER-CLOCK . . .**
full electric, automatic, simplified "on and off" setting, easily and quickly removed for use throughout the home. Beautiful plastic case.

● **PYREX DISH SET . . .**
five pieces, guaranteed against heat breakage for one year.

● **BROILER-GRIDDLE . . .**
(and cookie sheet)—with high efficiency reflector . . . hangs on the inside of the cabinet door when not in use.

LIST PRICES

No. 950 Roaster-Oven (UT 365) \$39.95
No. 951 Cabinet. 17.95
No. 927
Timer-Clock . . . 10.95*
No. 946 Broiler-Griddle Set . . . 7.95
Total . . . \$76.80*
*Plus \$2.19 Tax

The shortest distance from customer to profit is the sensational Everhot DeLuxe Roaster Ensemble.

Sell the COMPLETE Automatic Cooking Unit
THE SWARTZBAUGH MANUFACTURING CO.

TOLEDO 6, OHIO

Manufacturers of Cooking Equipment Since 1884

EVERHOT

ELECTRIC HOUSEWARES

WASHINGTON CURRENTS

By Washington News Bureau, McGraw-Hill Publishing Co.

HARD GOODS MOVE AHEAD

Ever since the end of the war, hard goods retailers have been getting a larger and larger share of the consumer's dollar.

Before the war, only about 25 percent of the retail dollar went for appliances, autos, and other durables. Food, apparel and other soft goods got the rest.

But, since 1945, the percentage of hard goods sales has zoomed. Last year it hit a record high—31 percent of retail sales.

Question is: will hard goods keep on getting more and more of the consumer dollar?

Government economists suggest you take a look at the factors they say caused the hard goods boom—and then figure out for yourself what the outlook is.

Probably greatest factor is sharp rise in national income. In prosperity, people don't spend a lot more for food or clothing—but they do go for cars, radios, appliances that they couldn't afford before.

Also, there was the vast backlog of demand accumulated during the war—and plenty of installment credit ready when needed. Furthermore, technological progress has helped. People buying television sets (which weren't available before the war) are cutting down on other spending to buy another durable product.

TAX OUTLOOK

President Truman's tax proposals won't offer much hope to business generally—especially when you measure them against what Congress can be expected to do with them.

One item that's rolling toward some kind of action this session is the reduction or repeal of wartime excise taxes. But you can be sure the legislation won't be limited to the so-called luxury or retail excises.

Among the taxes that the interested manufacturers want repealed are those on: tires and tubes; automobiles and parts; trucks and buses; electric, gas, and oil appliances; radios, phonographs, and components; refrigerators and air-conditioners; business and store machines; photographic apparatus—and more.

The pressure from all these industries is getting heavier and hotter—so you can expect the final legislation to include repealers or reductions for most of the wartime excises except liquor, tobacco and gasoline. All told, such a package of reductions might cost the government \$1 billion or more in revenue.

President Truman has emphasized that he won't take any cut in excises unless Congress offsets the loss with revenue from other sources.

However, Truman's proposals for increasing government income by closing tax loopholes in the present law won't make up even a small part of this kind of excise repealer—assuming that all his offsetting ideas are enacted.

Possible result: you may find Congress sending a broad excise repealer to the White House, followed by a Truman veto, followed by Congress over-riding the President's veto.

One thing is certain: Congress doesn't increase taxes in an election year—not even on the handful of big corporations that would bear the brunt of the increased corporation income tax Truman proposed.

PEACETIME POWER FROM THE ATOM

Behind the fuss and fanfare over the super hydrogen bomb, you may have missed the report of the Atomic Energy Commission on the progress of usable peacetime energy from the atom.

General Electric Co., the report noted, is readying for AEC approval its engineering designs and cost estimates for the first practical atom furnace built for producing power. Up to now, power has been a slightly useful byproduct of the atomic piles built for research and other purposes.

Construction of the reactor—which will produce heat for a steam installation similar in principle to a coal or oil power plant—may get underway this year at G-E's laboratory near Schenectady, N. Y.

(Continued on page 12)

THE GREATEST CONCENTRATED ADVERTISING PUNCH ever put behind ANY Vacuum Cleaner!



Approved by
Underwriters'
Laboratories

Check your inventory
of Lewyt Cleaners today!
Make sure you're ready
to cash-in on Lewyt
this Spring!

Lewyt's Smashing Color Ads Build "PUBLIC ACCEPTANCE"!

"Public Acceptance" is the greatest help any manufacturer can give his dealers.

This Spring, more than ever before, Lewyt gives you "Public Acceptance" with the greatest sales and advertising push in vacuum cleaner history! Page-after-page of color ads—concentrated into your 3 big selling months—March, April, May!

PLUS the tremendous sales excitement generated by the most publicized cleaner ever put on the market!

PLUS sensational new lead-producing, traffic-building store promotions—such as the terrific "Cedarized Chest" and "Scatter Pin" deals.

PLUS a truly amazing cleaner with amazing features like NO DUST BAG TO EMPTY . . . IT'S QUIET—NO ROAR . . . NO UNHEALTHY LEAKING DUST . . . NEW MAGIC "ENERGIZER"! One model! One price! One policy!

PLUS the industry's first practical OUTSIDE SELLING PLAN designed for aggressive appliance dealers!

PLUS cooperative advertising . . . 10-second demos . . . post-sale demos . . . the most complete and dealer-wise merchandising program ever put behind any vacuum cleaner!

PLUS the most productive floor display ever developed—the famous Lewyt "Market Place"!

DO IT with **LEWYT**

LEWYT CORPORATION, Vacuum Cleaner Division, Dept. 3, 76 Broadway, Brooklyn 11, N. Y.
ELECTRICAL MERCHANDISING—MARCH, 1950



This year there are three new units in the KOOLMASTER® line. Specifications are as follows:

KOOLMASTER

MODEL 18 P-3 (Portable—3 Speed)
[18" Blade—Direct Driven] C.F.M. 1900
R.P.M. 1600/600/500 H.P. 1/15 Wt. 22 lbs.

KOOLMASTER

MODEL 20 P-1 (Portable—Single Speed)
[20" Blade—Direct Driven] C.F.M. 3300
R.P.M. 1600 H.P. 1/15 Wt. 30 lbs.

MODEL 20 W-3 (Window—3 Speed)
Adjustable to Windows 26" to 36"
R.P.M. 1600/600/500 C.F.M. 3300
H.P. 1/15 Wt. 30 lbs.

KOOLMASTER

MODEL 24 W-1 (Window—Single Speed)
Adjustable to Windows 28 1/4" to 37"
[24" Blade—Belt Driven] C.F.M. 4700
R.P.M. 640 H.P. 1/4 Wt. 65 lbs.

MODEL 24 W-2 (Window—2 Speed)
Adjustable to Windows 28 1/4" to 37"
R.P.M. 640/400 C.F.M. 4700
H.P. 1/6 Wt. 65 lbs.

Remember . . . all NITECOOL® and KOOLMASTER® fans are made with nationally known parts, GE Motors, Torrington Blades, Standard Bronze Bearings and V-Belt Drives.

No bolts or nuts, assembly completely welded. Rated and tested in accordance with ASHVE and NAFM standard test code.

NITECOOL ATTIC AND COMMERCIAL BELT-DRIVEN FANS

These fans are built for service, with a minimum of operating and maintenance cost. Sizes 30" to 48". Capacity 5,000 to 20,000 CFM. Designed for attics, farm, commercial and industrial applications.

*Registered Trade-Mark

NITECOOL VERTICAL FANS

Designed for homes or commercial buildings of low pitched roof construction. Easy and economical to install. Sizes 30", 36", 42". A package unit . . . ready for installation.

Write today for complete information on protected franchises. Dept. EM



AIR EQUIPMENT CO.

1000 W. CENTRAL AVENUE, CHICAGO, ILLINOIS
EST. 1918

WASHINGTON CURRENTS

CONTINUED FROM PAGE 11

SOCIAL SECURITY INCREASES

You can be sure of a new federal pension law this year. It means larger taxes for social security, more businesses brought into the program. Last fall the House of Representatives passed a bill for an expanded program. Only 14 Republicans voted against it.

The Senate version of this House bill won't be any less liberal. Truman is pressing for a broader program than the House proposed. And businessmen are backing increased federal pensions, too, in order to reduce the cost of their own private pension plans—or in order to keep their workers from seeking company-backed pension plans.

The House bill would add—among others—about 700,000 salesmen not now covered, 200,000 food-processing workers, 600,000 employees of non-profit institutions.

The House bill would tax \$3600 of income, instead of present \$3000. Administration wants to up this to \$4800. (Businessmen note that this would cut size of their contribution toward the retirement of skilled, higher-paid workers.)

Tax rate under the House bill would go to two percent in 1951, 2 1/2 percent in 1960, three percent in 1965, and 3 3/4 percent in 1970.

House hiked average payment to about \$44, a 70 percent increase. But Truman wants to boost the monthly payments to \$74 on the average.

CONSUMER PRICES GOING DOWN—SLOWLY

The Consumers' Price Index—which has held steady at 168-170 since February, 1949—may be due for a drop this year. But, if it is, the decline will be a shading, not a plummet.

That's the almost unanimous opinion of the Government economists who watch price movements. Their forecast: By the end of March, the CPI will be off about a point—from last November's 168.6; by mid-year it will be down another point; in the second half of 1950, however, the crystal ball gets cloudy for some. Others see still another drop, maybe two or three points.

Biggest factor in the decline will be the slow but steady down-drift in food prices. The cost of apparel and housefurnishings is expected to hold its own, although some weaknesses may show up during the second half of the year. Rents, however, will continue to climb slowly.

Here's a tabulation of the experts' guesses—in a high-low range:

	ACTUAL		ESTIMATED	
	Nov. '49	End of Q	End of Half	End of Year
The Overall Index	168.6	167-8	166-8	163-7
Food	200.8	198-9	195-7	190-7
Rent	122	123	124	125
Apparel	186.3	183-5	180	175-7
Housefurnishings	185.4	185-90	185	180-185

NO ENERGY TAX REPEAL

No chance for repeal of the tax on electrical energy looms at this session of Congress. The energy tax was not mentioned in President Truman's Jan. 23 tax message to Congress, and no Congressional drive for repeal has developed.

Although not mentioned specifically in the presidential message, taxes on light bulbs, radios and electrical appliances appeared to have brighter repeal possibilities.

POWERFUL POLITICS

Public power will be a big issue in the coming election campaigns.

In New England, Truman's promise of Federal hydro-power is aimed at holding Massachusetts and Connecticut for the Democrats this fall. Republicans are strongest there in off-years.

In the Southwest, "Fair Dealers" want to beat Democratic Sen. Elmer Thomas of Oklahoma with Democratic Rep. Mike Monroney. The issue will be Thomas' opposition to government transmission lines for the Southwest Power Administration.

In California, Senator Downey is out of step on the big Central Valley project. Public power men hope to see Rep. Helen Douglas get his scalp, with power as her weapon.

Truman's position is that every region should have its TVA (1) to boost power output; (2) push rates down.

But Congress won't vote any new projects this year. Govern-

(Continued on page 14)

3-Fold THANKS from KAY-WAY



**DRIES
Quickly**

\$49⁹⁵

Retail For The
MASS Market

KAY-WAY THANKS YOU . . .

- (1) Thanks for making Kay-Way the hit of the Chicago Shows.
- (2) Thanks for snowing us under with orders.
- (3) Thanks for bearing with us while our vastly increased production digs us out.

**Wash-Rinse
Cycle**

**2
Minutes**

YOUR CUSTOMERS will thank you, too, for selling KAY-WAY!

Because today's customers want 2 things . . . quality . . . at low cost . . . **AND ONLY KAY-WAY GIVES THEM BOTH!**

KAY-WAY is the inexpensive, portable dishwasher that really washes dishes sparkling clean . . . 22 dishes and glasses plus all the silverware.

KAY-WAY is the **ONLY** portable dishwasher with constantly changing water and sustained detergent action. No motor! No installation charge! No expensive maintenance!

KAY-WAY sells and stays sold! Be first in your community!

Write, Wire or Phone (Riley 7481)

KAY-WAY CORP., 124 W. New York St., INDIANAPOLIS

Housewives **NEED** . . .

Housewives **WANT** . . .

Housewives **CAN AFFORD** . . .

KAY-WAY

plus values
in the cords you sell



**make a
difference**

the Belden line gives you

- + SAFETY
- + APPEARANCE
- + SATISFACTION
- + PROFITS



This all-rubber vacuum cleaner cord demonstrates the plus values built into Belden electrical cords. They are manufactured to standards that far surpass the minimum requirements set up by the Underwriters' Laboratories. They give you a plus in protection against fire or personal injury, a plus in appearance, and a plus in sales and profits. Ask your Belden Jobber.

CORDITIS-FREE CORDS BY

Belden

WIREMAKER FOR INDUSTRY

A COMPLETE LINE OF READY-TO-ATTACH ELECTRICAL REPLACEMENT CORDS



"SHE INSISTS ON A FREEZER SIX FEET TWO INCHES LONG ON THE INSIDE."

WASHINGTON CURRENTS

CONTINUED FROM PAGE 12

ment power expansion will be expansion of already established systems.

DISTRIBUTION LAWS FROM CONGRESS

The most important legislation for the distribution industry on the agenda when Congress got back to work at the turn of the year was the basing point-delivered pricing bill. But there were other measures, too, that could help or hinder retailers and distributors if they should get passed.

Repeal or reduction of the wartime excise taxes on consumer goods stirred the most immediate interest, as both Democrats and Republicans got on the bandwagon. Like other tax measures designed to aid business, however, the excise repealers had to face up to the obvious need of the government for revenue, and the already big deficit.

Increased postal rates were in the works—although not as large as the President asked for. First-class rates aren't likely to be touched, but look for the penny postcard to go to two cents, and for parcel post and publication rates to go up some.

INSTALLMENT SELLING REGULATIONS

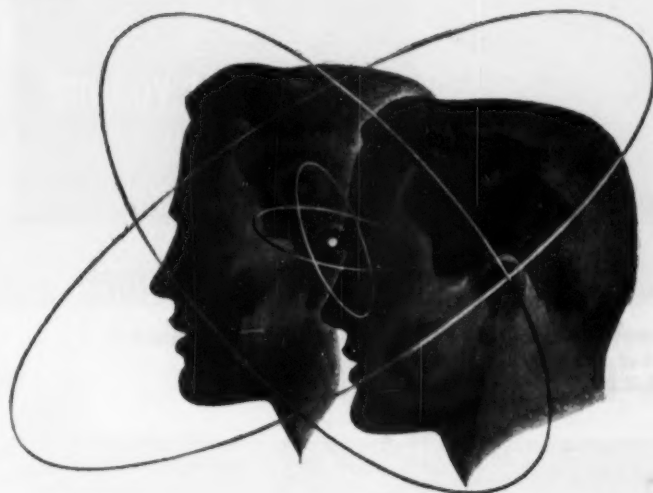
Installment sellers are keeping an eye cocked on the rules the Federal Trade Commission has proposed for automobile retailers.

Reason: the rules are a tip-off to FTC's interest in the techniques of installment selling—not only of cars, but also appliances and other hard goods.

FTC went 'way beyond its usual routine by mailing a copy of the proposed rules to virtually every new car dealer in the country, and most of the financing organizations that handle such installment business — about 50,000 in all.

The rules are designed to eliminate
(Continued on page 16)

Not One—but *Two Great* RESEARCH ORGANIZATIONS



...bring *Capehart* dealers the most in TELEVISION!



The CAPEHART Nocturne—Big 16-inch, needle-sharp television picture. Master-crafted cabinet in mahogany finish. With Polatenna, Capehart's built-in aerial.

CAPEHART-FARNSWORTH and International Telephone and Telegraph Corporation—two great research, man-

ufacturing, and sales organizations—combine to provide the most advanced television receivers available today.

They bring dealers these outstanding sales exclusives

1. Exclusive Capehart Tone in Sound . . . the Tone that Brings Television to Life!
2. Exclusive Capehart Tone in Pictures . . . the Polatron® direct-view television tube that makes pictures clearer and sharper.
3. Polatenna, Capehart's famous built-in aerial.
4. Capehart's new modest price range starting at \$269.50!*

These solid selling points are not only helping Capehart dealers produce profitable floor sales—but, advertised

in national magazines, these exclusive features are also bringing Capehart customers directly to dealer showrooms!

*T. M. Reg. Available at slight additional cost

** Western prices slightly higher

**CAPEHART-FARNSWORTH
CORPORATION**
Fort Wayne, Indiana





the NEW
Perfection-made
ACORN-ORIOLE
still
priced for volume

... but with many improvements you asked for!

When the Perfection Stove Company took over the Acorn-Oriole gas ranges they made a lot of changes you'd been good enough to suggest:



... they threw out
parts you hadn't raved
about



... and replaced them
with new, better-looking,
more practical
elements and accessories



... they divided the
burners as you
requested



... and gave the whole
range a shining
Titanium Porcelain acid-and-
stain resistant coat
of armor

But—of course—Perfection left the features you were sold on:



... they kept the
even-baking Banquet
oven



... and the unique
adjustable oven
door-spring that's
out of the heat zone

Don't miss the new styling, new beauty and new efficiency of these ranges today!

ACORN-ORIOLE DIVISION  **PERFECTION STOVE COMPANY**
7137-A Platt Avenue • Cleveland 4, Ohio

WASHINGTON CURRENTS

CONTINUED FROM PAGE 14

the "packing" of installment sales contracts—the concealing of overcharges in and around the actual price of the car, and cost of financing and insurance.

Most important attack on the "pack" is a rule requiring the seller to furnish an item-by-item breakdown of the charges that make up the down payment and the monthly installments.

Retailers and government men generally agree that the most important effect of FTC's activity will come from the publicity the rules get. However, FTC puts into its rules only those things which it considers violations of existing laws. Hence, while a dealer can't be tagged for violating the rules, FTC can bring action charging a violation of the law. This usually happens, however, only when the Commission gets a complaint.

TRUMAN AND BUSINESS

The Truman administration has its political strategy for handling business problems about worked out. Regardless of what is done to—or for—business, the administration will classify any particular project under "aid to business" or "aid to small business."

"Aid-to-business" covers almost any government plan proposed as a way of keeping full employment and full production.

The Council of Economic Advisers has said

—that the main goal of both government and business is full employment and full production.

—that the primary job of maintaining full production and employment belongs to businessmen.

—then if businessmen fall short, it's the final responsibility of the government to step in and fill the gap between actual production and employment at any particular time, and the potential.

Government, in the case of a slump, would ring in a number of plans to give business a shot in the arm. But if things then don't turn for the better, you can look for the Fair Dealers to step in with government projects to provide the employment, production, and purchasing power.

"Aid-to-small-business" covers a variety of ideas—repeal of excise taxes; income tax break for small companies; a "capital bank" to provide credit for small business that can't get expansion money elsewhere; government insurance of small business loans similar to government insurance now given on housing loans.

Besides these "positive" programs for small business, the Dept. of Justice will emphasize from now on the benefits to little business of its anti-trust cases against big business.

Small business, in the politician's lingo, means any company but the largest in any industry. In electrical manufacturing, it's anyone except General Electric and Westinghouse; in aluminum, small business includes any company except Alcoa.

TAP WIDE NEW MARKETS WITH SPRING AD DRIVE

Recognition of the farm areas as a prime market for food mixers comes with the selection of *Successful Farming* as one of the magazines that will carry the Hamilton Beach spring advertising campaign which starts this month, according to Fred S. Tuerk, Hamilton Beach sales manager. "A recent survey by Edison Electric Institute among 2670 families in 19 states shows food mixers as No. 1 among "electric housewares planned to purchase next," Tuerk said. "So we added this farm book to our already strong list of *Saturday Evening Post*, *Ladies' Home Journal* and *Better Homes and Gardens* to feature the Model G and Mixette in big, color ads."

"With Mixette appealing to a somewhat different market, we are featuring it in *American Weekly* to appeal to the metropolitan market, *True Story* for the wage earner group, *Woman's Day* for the A & P public, and *Today's Woman* and *Modern Living* for the young marrieds. *Modern Bride* covers the bridal market and *House Beautiful* the class apartment group."

"Hamilton Beach vacuum cleaner advertising will be concentrated in the *Saturday Evening Post*. Selection of such a list of publications involves some close decisions, but we feel we are giving our dealers advertising coverage that is certain to produce selling action."

FULL SUPPORT PLEDGED ELECTRIC HOUSEWARES WEEK

Strong support for Electric Housewares Week in April has been pledged by Hamilton Beach. A key advertisement in the spring advertising campaign will appear in the issue of the *Saturday Evening Post* the preceding week to tie in with the NEMA sponsored ad. Suitable mats and literature are offered retailers who write the factory.

MIXETTE SCORES HIGH WITH HOME EDITORS

Original skepticism among editors of women's publications about the new Hamilton Beach Mixette has turned to high enthusiasm. "We did not think it could have the power to do all you claimed for it," said one, according to a Hamilton Beach report. "But it truly works its way through the heaviest batters without stalling. We like the three speeds, the handle and balance, and the convenience of the hanger attachment." Spot surveys among consumer-users show similar enthusiasm for Mixette.

ADVERTISEMENT

It PAYS to PUSH this

HAMILTON BEACH Profit Pair!

HAMILTON BEACH Products

Pay FULL PROFIT!



\$1775

RETAIL
(\$16.75 Denver
and West.)
Includes bracket and
spare for
wall-mounting.

CASH IN ON THIS fast-moving combination! **Steeb** both and you'll sell both. In the famous Hamilton Beach, you offer the easiest-to-use mixer of its size in the entire food mixer field. That *ease of use* counts with all women, your customers included, is evidenced by the fact that they're buying Hamilton Beach as never before. And now, along come Pyrex Ware bowls to keep the ball rolling!

IN MIXETTE, you have the answer to the "small-kitchen" housewife's prayer. It hangs on the wall or fits in a drawer for the millions upon millions to whom storage space is a problem. Yes, and it's the only 3-speed portable that can be operated with one hand—but one of many big-mixer features. In price, in packaging... it's a gift-item natural!

SO PUT THIS profitable combination to work. With Mother's Day and the bridal season just around the corner, you're sure to get plenty of calls for BOTH items. Get set by calling your wholesaler, now. *Hamilton Beach Co., Div. of Scovill Mfg. Co., Racine, Wis.*

BOWLS
NOW
PYREX



\$3425

RETAIL
(\$34.00 Denver
and West.)
Includes two Pyrex
bowls and extra
single beater.



Pyrex
EXTRACTOR
\$4.35
(\$4.25 Denver
and West.)

... backed by the **BIGGEST** Spring Advertising Campaign
in **HAMILTON BEACH** History!



4,033,000
copies per issue



4,473,000
copies per issue



110,000
copies per issue



3,469,000
copies per issue



555,000
copies per issue



3,281,000
copies per issue



1,244,000
copies per issue



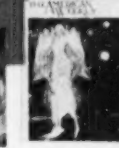
2,251,000
copies per issue



1,046,000
copies per issue



242,000
copies per issue



9,868,000
copies per issue

11 MAGAZINES!

91,606,000 ADVERTISING MESSAGES!

Tell the "DEEP-CLEAN" Story!

"DEEP-CLEAN" is the clearest, most convincing selling idea to hit the tank-cleaning market in years. It's easy to demonstrate. It makes sense. Use it and you'll sell the Hamilton Beach "Deep-Clean"—the cleaner with more exclusive features than any other in its price class.



\$7250
RETAIL

Includes eleven
cleaning tools
and carrying
case.

The New HAMILTON BEACH Quick-Dry ELECTRIC HAIR DRYER

A GREAT NEW ITEM for the huge home-permanent market! On the record, Hamilton Beach is the choice of professionals. All-metal—no plastic. Light, easy to handle, yet durable. Two switches—"On-Off" and "Hot-Cold." A.C.-D.C. Handsome light ivory enamel. Gift package doubles as attractive counter display.



\$1490
RETAIL
(\$15.45 Denver
and West.)



FREE \$275 WARDROBE BRINGS WIDE SMILES

Everybody was happy as C. J. Piemeisl, veteran Hamilton Beach salesman in the Minnesota-Dakotas area, presented a \$275 check to Mrs. Mary K. Wohl, retail sales clerk of St. Cloud, Minnesota. The check was for the purchase of a new wardrobe which Mrs. Wohl won in the Hamilton Beach "Get-Acquainted" Contest. Contestants were asked to tell in 25 words or less which of the many

Hamilton Beach Food Mixer features most appealed to them. "Bowl Control" was the choice of most entrants, with "One Hand Portability" and "Mix-guide" close runners-up. The contest, open only to retailers and their salespeople, received national recognition and was rated an outstanding success by the Hamilton Beach Company. It was felt that never had so many retailers become so familiar with an appliance's sales features in so short a time.

ADVERTISEMENT



M-1031
\$4.50



M-816
\$2.25



M-1041
\$4.50



M-1155
\$34.95



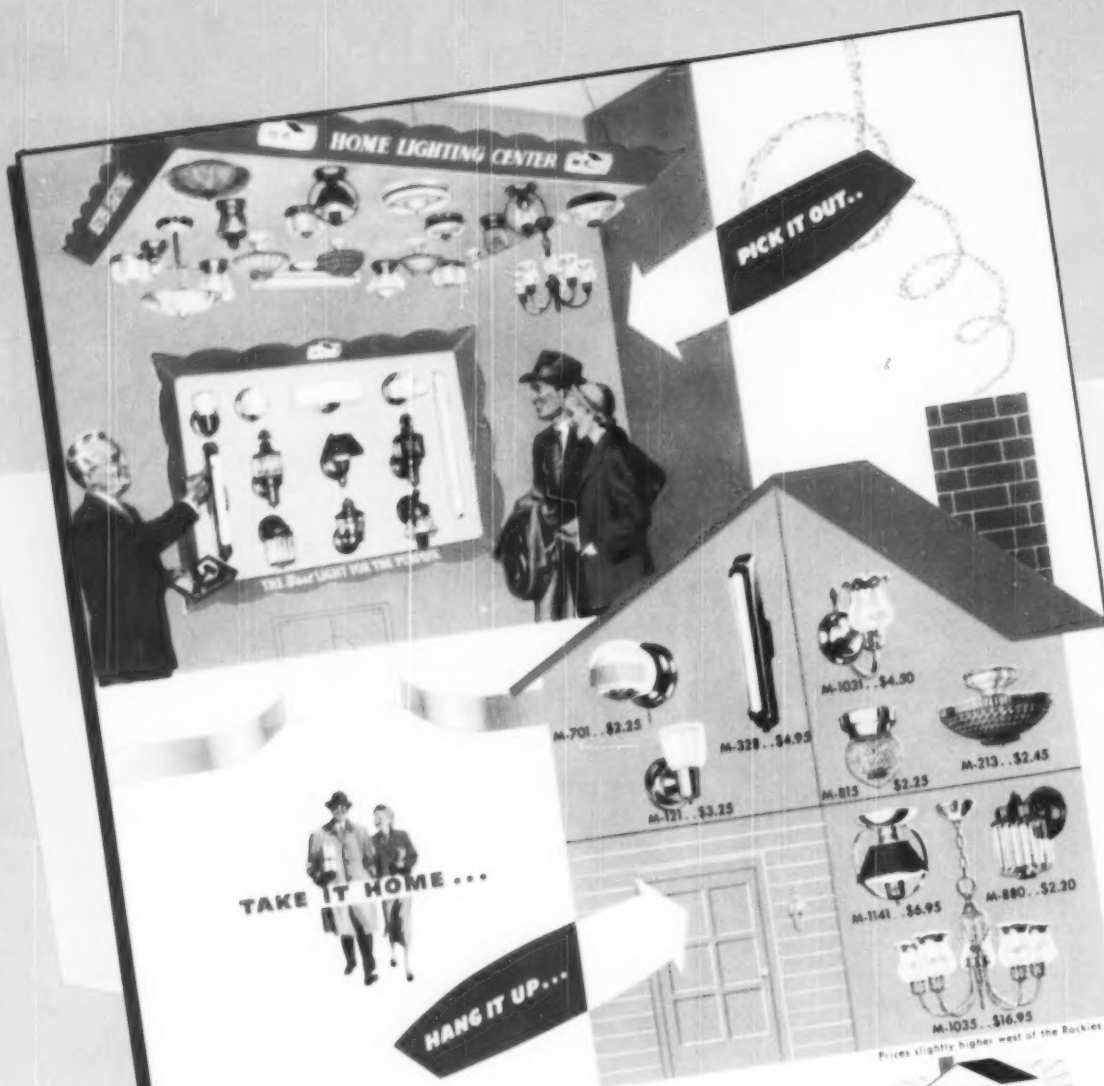
M-1035
\$16.95



M-840
\$10.95



M-1135
\$29.95



TAKE IT HOME...

HANG IT UP...

IT'S SO EASY TO RE-LIGHT WITH...

Just let that man-of-the-house see how easy it really is (following the few simple instructions in each carton), and your home will sparkle with lovely, new fixtures. There are Ranch type, Colonial and Modern styles, hanging and close-to-ceiling fixtures, wall-bracket models and glowing fluorescents. Dozens of fascinating designs for every room. Choosing is fun, too! The brightly lighted Moe Light Home Lighting Center at your favorite Department Store, Hardware, Electrical or Wallpaper and Paint Store.

NOTE: If you are planning to have your Electrical Contractor will be glad to help you from a wide variety of the famous MOE LIGHT Fixtures.

MOE LIGHT, INC., Fort Atkinson, Wisconsin
formerly Moe Brothers Manufacturing Company



16,000,000 readers of POST... 2,420,000 readers of HOUSE BEAUTIFUL, will see this full-page, 4-color "new idea" ad on Packaged Home Lighting Fixtures. AND they'll be looking for the Moe Lighting Center in your store!



M-1045
\$14.95



M-232
\$4.95



M-816
\$8.50



M-282
\$7.95



M-428
\$4.50



M-631
\$3.10

EARN NEW PROFITS FROM "WASTE" SPACE

with nationally advertised
replacement fixtures



Here's an over-the-counter, "Packaged Lighting" Department that puts you into the profitable Replacement Fixture business... overnight! A sparkling Moe Light Display in your store, pays-off right from the start in new sales—rapid turnover—store traffic. Put your ceiling and walls (Waste Space) to work for you right now. Display units are extremely easy to put up—everything necessary to install and mount fixtures is included in the package. Don't miss it! With these powerful Full-Page 4-color advertising campaign-starters in SATURDAY EVENING POST and HOUSE BEAUTIFUL, Moe Light is opening up the biggest untapped profit-market in America today. Don't miss it!

1 MOE LIGHT CEILING "DISPLAY" M-5020

YOU GET—Beautiful 6'x4' ceiling display ready for installation, plus—66 individually packaged MOE Light fixtures.

YOU PAY—Only the special dealer price for the 66 fixtures—\$178.00.* Freight Prepaid. The ceiling unit is yours without extra charge.

2 MOE LIGHT WALL PANEL M-5021

YOU GET—Beautiful 4'x3' wall display ready for installation, plus—40 individually packaged MOE Light fixtures.

YOU PAY—Only the special dealer price for the 40 fixtures—\$108.00.* Freight Prepaid. The wall unit is yours without extra charge.

3 MOE LIGHT COUNTER DISPLAY M-5024

YOU GET—Beautiful 3-sided column counter stand, plus—30 individually packaged MOE Light fixtures.

YOU PAY—Only the special dealer price for the 30 fixtures—\$66.00.* Freight Prepaid. The counter stand is yours without extra charge.

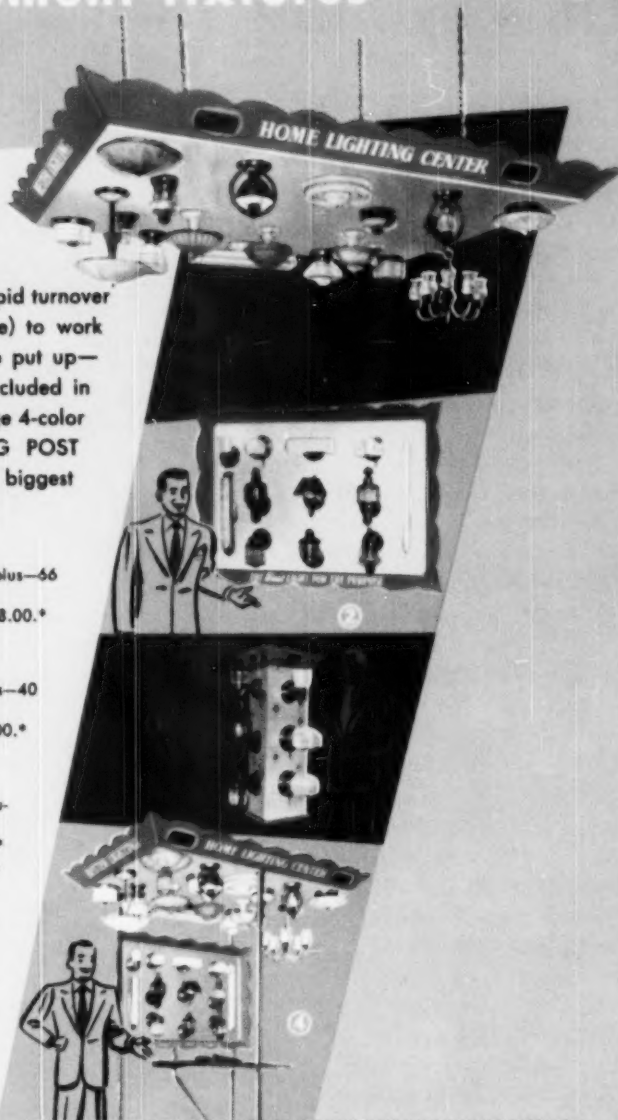
4 MOE LIGHT CENTER FLOOR DISPLAY M-5022

YOU GET—Beautiful 8' chrome stand combining the wall and ceiling units, plus—260 individually packaged MOE Light fixtures.

YOU PAY—Only the special dealer price for the 260 fixtures—\$633.00.* Freight Prepaid. The Moe Light Center is yours without extra charge.

NOTE—These ruggedly-built displays include full-color Moe Light Catalogs, price lists and a generous supply of dealer sales-helps.

*Prices slightly higher west of the Rockies.



MOE LIGHT, INC., FORT ATKINSON, WISCONSIN

O. K. . . . I know a good deal when I see one! Send that full-color catalog and complete details on the MOE LIGHT "PACKAGED" DEPARTMENTS.

NAME _____

TITLE _____

STORE NAME _____

ADDRESS _____

CITY _____ STATE _____

35,000,000 wired homes in America. It's new business, new customers, new profits. Call your nearest MOE Light wholesaler and send right now for the new MOE LIGHT COLOR CATALOG and complete details on MOE LIGHT "PACKAGED LIGHTING" DEPARTMENTS.

MOE LIGHT, INC. FORT ATKINSON, WISCONSIN
formerly Moe Brothers Manufacturing Company



M-328
\$4.95



M-408
\$3.90



M-638
\$2.75



M-700
\$2.50



M-121
\$3.25



M-884
\$3.95



M-863
\$5.95



M-880
\$2.20



M-857
\$4.50



M-832
\$7.50



M-458
\$4.75



M-1211
\$9.95



M-213
\$2.45



M-221
\$3.95



M-728
\$5.95



M-245
\$7.95



New symbol... with a sprayer!

Once the man with the hoe was the symbol of the farmer. Today the man with the sprayer would come closer. Instead of elbow grease, he uses chemistry and compression to kill off or prevent the weeds, blights and pests that formerly destroyed his growing crops and dissipated his labor.

Recent chemical developments such as 2,4-D, DDT, Chlordane, Toxaphene, Rothane, methoxychlor... keep cultivated ground clear of competitive growths, check the plant diseases, exterminate flies, lice, insects, save time and work. Improved yields in fields and livestock increase farm production, and lower operating costs. Spray rigs and dusters are only two of the mechanical aids which make present day farming a better business.

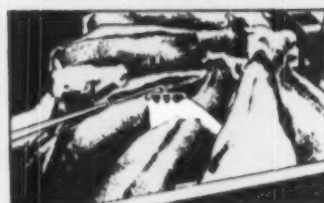
Farming is a business today... and a profitable business for the best farmers. Electrification, mechanization, and modern methods have made a huge new industrial market. Ten years of high incomes have made the prosperous farm family a preferred prospect for the national advertiser.

But farm prosperity isn't found all over the national map... is concentrated in the great Central valley where soil and season give the farmer highest returns. In the fifteen Heart states, **SUCCESSFUL FARMING** has more than a million of its 1,200,000 subscribers... and the SF farm subscribers in these states have the largest individual holdings of land and buildings, own better livestock, use more machinery and power... and earn an average income 50% or better than the national farm average!

General media have low penetration among SF farmers... **SUCCESSFUL FARMING** reaches the most of the best farm electrical goods market, in one medium, at low cost!... Get the full facts from the nearest SF office. **SUCCESSFUL FARMING**, Des Moines, New York, Chicago, Cleveland, Detroit, Atlanta, San Francisco, Los Angeles.



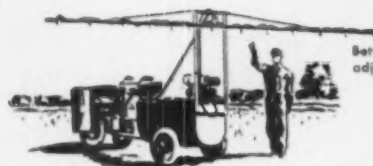
Weed patches are sprayed by hand-held extensions



Spraying cattle kills pests, boosts meat and milk output



Roadside trees and bushes sprayed by adjustable boom



Between-rows sprayer, adjusted to corn height



Duster for legume crops, also covers eight corn rows



Yours for 1950 *the biggest*
most profitable fan volume in history
with the **LAU** leader line

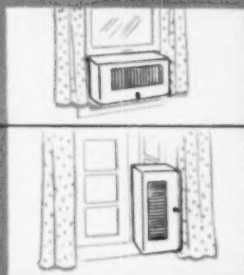
amazingly! utterly new "Filter Breez"



**the spot cooler that filters
the air... for home or office!**

use in any position

"Filter-Breez" can be positioned on top, bottom or either end, to fit all styles of windows. Does an efficient cooling job in an average size room.



NEW 1950 Lau "Filter-Breez" ... It's a filter ... It's a spot cooler ... It brings in cool outside air, filters dust, dirt, pollen (98% efficient!) ... equipped with 1" thick air filter, and has two levered grilles to adjust for air flow in ANY direction. "Filter-Breez" will be in TREMENDOUS demand ... sells at a popular COMPETITIVE price! No installation problems. Extremely compact ... 13" high, 14" deep, 22" wide ... all metal cabinet, baked enamel finish. Quiet, vibration-free ... has variable speed control ... and efficient twin blowers. See this amazing cooler at your jobber's.

all metal! extremely compact!

**Lau helps you
sell more**

Your COMPLETE Sales Portfolio ... to help make this your biggest Fan Selling Season in history! Ads, radio, television, displays, direct-mail, posters, car cards, publicity, demonstration techniques ... all included. Ask your jobber about it! You will like it!



Get this sales portfolio FREE

ELECTRICAL MERCHANDISING—MARCH, 1950

**a LAU "niteair" fan for every
home for every purpose**



NA-18-W

New 1950 "Niteair" exhaust Window Fan ... to sell at \$9.95! Adjustable plastic expanders, fit windows to 38" wide. Close mesh rear guard, variable speed switch ... wt. 25 lbs. Frost green enamel.



NA-20-W

NEW 1950 "Niteair" NA-20-W Window Fan with steel expanders. Powerful exhaust ... deep 20" blades ... fits windows up to 39" wide. Has variable speed switch, 1/12 H.P. motor ... light weight, just 30 lbs.



NA-20-P

NEW 1950 "Niteair" NA-20-P, completely redesigned, improved Portable Fan with 20" blades. All new "finger-proof" guards. Chrome handle. Silent, powerful 1/12 H.P. motor; variable speed switch ... See it.



NA-20-PW

NEW 1950 "Niteair" NA-20-PW ... the finest Combination Fan on the market! A window inlet or exhaust fan ... a Portable ... all in one! 1/12 H.P. motor, variable speed switch. It's an amazing value.



NA-24-W 30-W

NEW 1950 "Niteair" 24" and 30" Window Fans. Each size has choice of Hi-Speed or 2-Speed motor. Compact, powerful enough to cool many rooms ... can be installed in windows up to 40" wide. A profit-maker!

**see your jobber or
write today for full details**

THE LAU BLOWER COMPANY

Dayton 7, Ohio

the AUTO RADIO MARKET

the demand for



5½ million cars sold in '49!

Out of this overwhelming figure a gigantic market is yours for the taking! One big-three manufacturer reports that 75% of their lower priced cars are shipped *WITHOUT* RADIOS. By an average of the four post-war years for *all* models of cars made by this manufacturer, the number of cars shipped without radios totals 85%! This added to other production figures from the auto industry represents a terrific market for America's favorite auto radio—Motorola, of course!

Again this year Motorola development, design and production of auto radios lives up to the Motorola tradition of high quality. Again, tireless product research combined with mature engineering techniques pay off for you—pay off for your customers! Unfailing power, 3-dimensional Golden Voice tone, and precision construction that minimizes servicing are the qualities your customers seek in auto radios. Feature Motorola and you feature these profit-producing qualities!

40 million families read about Motorola every month!

And they're *buying* families every one! They're the people who read such powerful national magazines as LIFE, THE SATURDAY EVENING POST, COLLIER'S, TIME, NEWSWEEK, LOOK, NEW YORKER, NATIONAL GEOGRAPHIC, SUNSET, COUNTRY GENTLEMAN, FARM JOURNAL, SUCCESSFUL FARMING and others—*believed in* by folks in all walks of life. Tie-up with Motorola—a product that's *believed in*—backed by big-name national publications!

for more sales, contact your
Motorola distributor today!



the BEST is now BETTER than ever before

is BIGGER THAN EVER!

Motorola is tremendous!

new 1950 models
are the best ever

... WITH SELLING FEATURES GALORE!
Motorola—with more "FIRSTS"
than any other, now presents a
brand new line for '50! Always
the standard for the industry, the
new Motorola auto radios give
your customers an even greater
measure of value for their radio
dollars . . . and promise you a
year 'round source of easy sales
and trouble-free profits! Ac-
tion now will ring your
register later!

use this
display-demonstration
board and you'll sell

everybody knows and prefers



Motorola

RADIOS • AUTO RADIOS
TELEVISION

MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 21, ILLINOIS

**It's
'arf
and
'arf!**



That's the only combination that produces. And that's The Saturday Evening Post—half of its readers are females, half are males. Not ordinary men and women, mind you—their incomes, for example, are 40 per cent above the national average. In short, Post-reading males are America's greatest providers, and Post-reading females are America's greatest purchasing agents. Together, they're producing sales for retailers who stock Post-advertised lines.

THE SATURDAY EVENING
POST

-where there's a woman for every man!

Trying to Run a 12 Month Business on 6 Months' Profits?



Using one month's profits to offset another month's losses is getting nowhere fast. But when you stock and display the Hotpoint line, you guarantee yourself the opportunity to make every month a profit month. For the full Hotpoint line, including every major appliance for the complete electric kitchen and home laundry, provides wanted merchandise for every month of the year. That's why dealers everywhere are swinging over to the modern franchise—the full-line Hotpoint franchise.

See the local Hotpoint distributor soon. He can deal with you on the complete Hotpoint group. Begin boosting home appliance sales NOW by making the switch to HOTPOINT—the complete line that insures year 'round profits.

★ No More "Letdowns" Following Hot Selling Seasons

★ No More "Doldrums" That Eat Away Profits

★ No More "Valleys" That Reduce Profit Peaks

... But a Full Line of Products That Insures a Full Year of Profits

Switch to Hotpoint

for YEAR 'ROUND Profits!

Hotpoint INC.

(A General Electric Affiliate)

RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALS*

5600 West Taylor Street, Chicago 44, Illinois

WATER HEATERS • FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

ELECTRICAL MERCHANDISING—MARCH, 1950

PAGE 25

NEW! FREE! Your Guide to



This unique sales promotion campaign will help you get your share of the millions America will spend on Air Moving Equipment in 1950 . . .

◆ Here's the campaign that's turning more and more customers in your direction every day — eager and ready to buy Air Moving Equipment to keep them cool or warm, and always comfortable!

◆ Here's the campaign with a total of 21,000,000 advertising impressions in America's foremost magazines . . . telling and selling America the advantages of owning air moving equipment for their comfort and well-being!

◆ Here's the campaign that brought so many unsolicited responses from readers that it led to the creation of the "Gold Book" (described at right) just to answer their eager "I-want-to-buy" questions — and tell them *where* and *what* to buy!

◆ Here's the campaign with just one object in mind: — **MAKE MORE SALES FOR YOU!** So get set **NOW** to cash in when warm weather rolls around! Send for your copy of the "Gold Book" *today*. It's a timely "gold mine" of facts and information that'll lead you straight down the road to more sales and bigger profits in 1950!



More Sales in 1950

NOW . . . *for the first time*, in one great book, all the facts you need to know to guide you to more sales and bigger profits in a great and growing selling field — AIR MOVING EQUIPMENT!

Here, in this handsome, gold-covered book, are 136 profusely illustrated pages on heating, cooling and ventilating equipment . . . a veritable *gold mine* of information for every sales-minded, profit-wise buyer!

The very first book of its kind ever created . . . designed to serve buyer and consumer alike!

Planned and produced by more than 100 manufacturers in cooperation with TORRINGTON, America's leading manufacturer of fan blades and blower wheels . . . to give you the real "lowdown" on this profitable field!

Comfort-loving America will spend millions on Air Moving equipment in 1950 . . . Make doubly sure you get your share: Send for your "Gold Book" today . . . your copy is ready for you NOW!

The **TORRINGTON**
MANUFACTURING COMPANY
TORRINGTON, CONNECTICUT

WESTERN DIVISION:
1000 North Orange Drive • Los Angeles 38, California



► Worth thousands to you as a buying and sales guide!

► Free to all readers of Electrical Merchandising magazine!

► Send for your copy Today!

BOX 808, TORRINGTON, CONN.

Please send me your free booklet "How to Have More Comfort from Moving Air."

Name

Position

Firm

Address

City State



The Wilsons, Country Gentleman family of Tennessee, are shopping for an electric ironer. They have electric refrigerator, stove, washing machine, zero freezer, also electrical dairying equipment.



Mrs. Chandler, Country Gentleman subscriber of Maine, designed her own modern kitchen, equipped with electric refrigerator, range, dishwasher, garbage disposal unit. She also has electric home freezer, washer, ironer.

Your best rural customers

These prosperous farm people are Country Gentleman readers—typical of hundreds of other families right in your own trading area—good customers to cultivate. Country Gentleman's 2,300,000 circulation is concentrated in the Top Half group that gets 9 out of 10 farm dollars! And families like this . . .

see your best-selling brands in Country Gentleman

Fast-moving lines are advertised in Country Gentleman, No. 1 farm magazine in advertising revenue! So display and push these Country Gentleman advertised brands . . .

Admiral Refrigerators
Arlin Irons
Arlin Electric Cook
Arlin Portable Electric Heaters
Arlin Radios
Bendix Laundry Equipment
Ben-Har Farm & Home Freezers
Big Ben & Baby Ben
Alarm Clocks
Carrier Food Freezers
Clark Water Heaters
Cooler Electric Ranges
Crosley Electric Ranges
Crosley Products
Crosley Refrigerators
Crosley Water Heaters
Daisy Electric Churn

Deepfreeze Home Freezers
DeLaval Food Freezers & Milk Coolers
Dexter Twin Tub Washers
Domestic Sewmachines
Easy Spindrier Washer
Electric Heating Cable
Electric Seed Bed Heater
Estate Gas & Electric Ranges
Frigidaire Electric Ranges
Frigidaire Freezers
Frigidaire Milk Coolers
Frigidaire Refrigerators
Frostfold Food Packaging Kits
General Electric Farm Products
General Electric Freezers
General Electric Heat Lamps

General Electric Irons
General Electric Lamps
General Electric Mixers
General Electric Radios & Radio-Phonographs
General Electric Washers
General Mills Home Appliances
Gibson Refrigerators & Ranges
Guild Electric Tools
Harder-Frenz Home Freezers
Heatmaster Water Heaters
Muhart Generators
Home Utility Electric Tools
Horton Washing Machines
Hotpoint Electric Ranges
International Harvester Refrigerators & Freezers

Refrinator Appliances
Refrinator Automatic Cook
Refrinator Freezers
KitchenAid Food Preparers
Maytag Washers
Muro-Matic Electric Percolators
Na-Tone Door Chimes
Phico Refrigerators
Royal Vacuum Cleaners
Schaefer Freezers
Sessions Clocks
A. O. Smith Automatic Water Heaters
Smo-Breeze Air Cooler
Speed Queen Washers and Ironers
Speedway Milk Coolers & Food Freezers

Stewart Chipmaster & Shearwater
Telephon Electric Clocks
Toastraster Toasters
Toastraster Water Heaters
Victor Freezers
Westclox Clocks & Watches
Westinghouse Cleaners
Westinghouse Irons
Westinghouse Laundromat Appliances
Westinghouse Milking Appliances
Westinghouse Radios & Radio-Phonographs
Westinghouse Refrigerators
Wilson Milk Coolers and Freezers

REMEMBER: In over half of all U. S. counties, Country Gentleman has more circulation than the biggest weekly or biggest women's magazine!



Now...

THE PANTRY-DOR AND COLD TO THE FLOOR!



MODEL H-92

**Promoted to SELL!
Every Feature
Has a Function**

A NEW *Super* REFRIGERATOR by INTERNATIONAL HARVESTER

It's here . . . it's outstanding . . . it's the last word in new, femineered International Harvester Refrigerators! It's the great, new *super refrigerator*, International Harvester Model H-92 . . . with shelves on the door and full-length cold!

Yes . . . here's a model with which International Harvester dealers can satisfy the requirements of the most exacting prospect. Full 9.2 cu. ft. of storage space. New femineered features-with-a-function include big, full-width freezer locker with 50 pounds capacity . . . not one, but TWO big crispers . . . exclusive Diffuse-O-Lite and Temperature Control . . . built-in bottle opener on door-strike, and many others.

To help dealers sell this top-of-the-line model, International Harvester makes available new outdoor posters, hard-hitting mats for local newspapers, new transcribed spot radio announcements, and store display material. Yes, here's one more outstanding example of unexcelled product backed by timely, powerful promotion . . . from International Harvester, makers of the World's Leading Freezers!

Listen to James Melton on
"Harvest of Stars," NBC, Sunday Afternoons

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois



INTERNATIONAL HARVESTER
Refrigerators and Freezers

International Harvester Also Sells McCormick Farm Equipment and Farmall Tractors—Newer Trucks—Industrial Power

Glamour Heaters of 1950!

The all-new Coleman Golden Anniversary Oil Heater Models

They're new! Revolutionary! Never before a line of oil heaters with so much sales appeal. They're the heaters dealers have dreamed about! Coleman's new Anniversary line has 13 models—with new designs, new finishes and new features. A model for every purpose with a price range to suit every purse—as low as \$29.95. They put Coleman out front as the style leader.

And look at all the features you have to sell. The amazing and exclusive new AUTOMATIC FUEL-AIR CONTROL saves up to 25% on fuel. And other plus features exclusively Coleman are DIRECTION-AIRE BLOWER, LOW DRAFT BURNER, OVERSIZE HEAT EXCHANGER, NEW FUNCTIONAL AIR FLOW Design. Line up with the leading oil heater line of 1950! If you don't know the name of the Coleman distributor for your area, write us for details. The Coleman Company, Inc., Wichita 1, Kansas.

MODEL 873—Coleman's new style leader with breath-taking beauty. Made in two sizes—50,000 and 55,000 BTU output per hour—and two finishes—shadowed mahogany, blond mahogany with front panel in beautiful matching wood-grain enameled finish. Its lush design appeals to women, its practical economy to men.



Only Coleman's Golden Anniversary Models Feature Automatic Fuel-Air Control



MODEL 869A—The elegant Console with enormous heating power. Has 55,000 per hour BTU capacity, produces 3-way heat. A quick seller that guarantees satisfaction. Also in shadowed and blond mahogany finish.



MODEL 870B—The "Hot Special"! Big heater features and performances at a popular price. 50,000 per hour BTU capacity. Circulates—radiates! Functional air flow design.

MODEL 871—America's fastest-selling oil heater. Small in size but a giant in heat production. 32,000 per hour BTU capacity. A popular fast-selling model at a popular price.



Comfort costs so little
with a

Coleman®

WORLD'S LARGEST MANUFACTURER OF HOME HEATING EQUIPMENT



TELEVISION DEALERS! RIDE THE ALLIANCE TENNA-ROTOR

"CASH IN ON
TV ADVERTISING"

Gravy Train!

NEW!

Direction
Indicator
Control
Model Now
Available!

**Eye-Compelling
TV Demonstrations**

Sell! . . . 6,000,000 Viewers

Around 50 TV Stations . . .

SEE TENNA-ROTOR IN ACTION!

There is only one Tenna-Rotor!

DEALERS! JOBBER!

. . . Climb on the
gravy train now!
Write for the Alli-
ance Merchandiser
—"Fastest Profit
Maker in Television
Today".

Ask for the new
model DIR folder

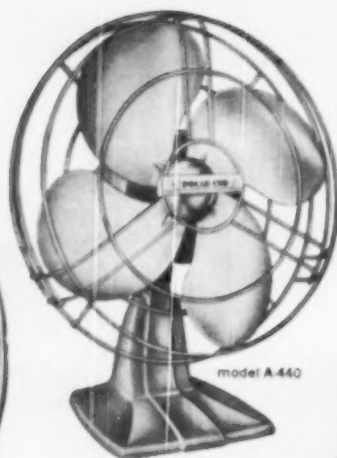
- Alliance Tenna-Rotor is the only rotator backed by TV advertising . . . every week your customers see the Alliance films!
- Proved in the field by thousands of users *from coast to coast!*
- Laboratory tested to operate in rain, snow or icy weather!
- **Exclusive! Only Alliance** has special 4-conductor cable with "Zip" feature to make installations faster—easier!
- Underwriters' Laboratories Approved—one year guarantee!

Alliance Manufacturing Company • Alliance, Ohio

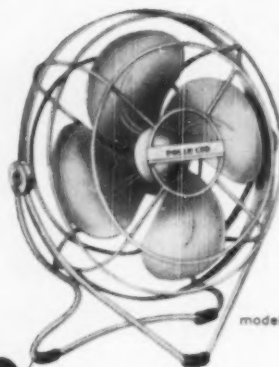
Export Department: 401 Broadway, New York, N. Y., U. S. A.



model A-2000



model A-440



model A-410

up

up go your sales

new **POLAR CUB** electric fans
offer lots more power!

POLAR CUB WINDSTREAMER (Model A-2000). This super-powered beauty features the new "wind tunnel" design, a honeycomb grill and three-bladed impeller to deliver a 25-mile an hour wind. Tilts in 180 degree arc so airstream can be focused toward ceiling, floor—in any direction.

POLAR CUB BREEZEMAKER (Model A-440 shown). Three great new models of this streamlined oscillating fan! The 12" one shown swings an 18-mile an hour breeze 'round the room. Model A-430 10" whips up a 15-mile an hour breeze. Model A-420 8" blows a 10-mile an hour breeze. All three feature wide-angle tilt, all-position mounting.

POLAR CUB LITTLE GIANT (Model A-410). Here's big-fan performance at low budget cost. This 8" stationary fan tilts in a 180 degree arc—blows a 10-mile an hour breeze. It's perfect as a desk, table, floor or wall fan. Easily portable too, so your customers can take it along on summer trips.

Polar Cub Window Ventilators Too! Model A-2000 is available in a window version (The WIND O STREAMER). So is model A-430. Both are designed to fit any average size window!

All models complete with approved rubber cord and plug. Operate on 110-120 volts A. C., 60 cycles only.

GILBERT HALL OF SCIENCE products • POWERED BY THE FAMOUS GILBERT ELECTRIC MOTOR
A. C. Gilbert Company, New Haven, Conn.

MARCH, 1950—ELECTRICAL MERCHANDISING

Brightest Sales Star in
Your TV Profit Picture!



SILVER
ANNIVERSARY
MODEL

\$299⁹⁵

New 16 inch Rectangular Tube

A PRICE AND PICTURE SIZE
TO PLEASE EVERYONE!

The Criterion. 16 inch Super Circle Screen. 176 sq. in. Picture.

The Console. 12 1/2 inch Super Circle Screen. Big 110 square inch Picture.

The Suburban. 12 1/2 inch Super Circle Screen. Big 110 square inch Picture.

The Rover. 12 1/2 inch Super Circle Screen. Big 110 square inch Picture.



THE CRITERION
\$329⁹⁵



THE CONSOLE
\$249⁹⁵



THE SUBURBAN
\$219⁹⁵



THE ROVER
\$199⁹⁵

SELL

RAYTHEON

TELEVISION

PRODUCT OF 25 YEARS OF LEADERSHIP IN
ELECTRONIC ENGINEERING

Brightest sales star in the ever brightening television sales horizon is RAYTHEON. Raytheon TV is built on one of the strongest and broadest foundations in the entire radio and electronics industry—with 25 years of invaluable experience in radar and high frequency communications. Watch Raytheon—the bright TV sales star—the company best qualified to bring you the consistent high quality and lowered costs that will add up to more sales and profits for you.

**SELL RAYTHEON . . . ALL THESE NEW 1950
MODELS HAVE ALL THE SURE-SELLING,
CUSTOMER WINNING FEATURES YOU WANT**

- **GLARELESS GRAY TUBE**
Holds eye-straining glare inside the tube. Increases clarity and contrast by 60%.
- **SYNCHROMATIC STABILIZER**
Assures constant brilliance, minimizes fade, flutter, interference from outside sources.
- **PRE-FIXED FOCUS**
Permanent magnet focalizer holds image in exact center and in sharpest focus always.
- **LONG-RANGE SENSITIVITY**
Raytheon's electronic excellence develops circuits that bring in wonderfully clear and steady pictures in outer TV signal areas.
- **ADJUSTABLE "RAY-TENNA"**
Raytheon's exclusively designed, built-in aerial eliminates expensive outside installation, most locations.

FOR FRANCHISE DETAILS WRITE, WIRE OR PHONE

BELMONT RADIO CORPORATION

Subsidiary of Raytheon Manufacturing Company

3923 W. DICKENS AVE., CHICAGO 39, ILLINOIS

DESIRABLE DISTRIBUTION TERRITORY STILL AVAILABLE

Prices slightly higher in West and South



You aren't the only one, lady. Easy's big interesting ads are seen every month of the year in magazines with a 23,177,615 total circulation. Surveys show they're the best read of all appliance ads. That's because Easy talks to women in their own language, about their own washing problems. Watch for Easy ads in *Saturday Evening Post*, *Ladies' Home Journal*, *Good Housekeeping* and other magazines... the magazines your customers read and believe in!

A black and white photograph of a quilted bedspread. The quilt features a repeating pattern of small, light-colored rectangular blocks, possibly representing folded clothes or simple geometric shapes. In the center of the image, there is a rectangular inset with a dark border. Inside this inset is a photograph of a white, two-door cabinet or wardrobe with a mirror on top and decorative elements. The overall composition is a collage-like presentation of domestic items.

"Easy did this whole 139 piece wash in less than an hour!"
Mrs. W. E. Fink, Seattle

HERE'S what Mrs. Vintz says about her new Easy Squintzies with Automatic Squint-zies: "I never dreamed a washer could do a big week's work so fast. But my Easy's two tubs can do it in less than an hour. While one tub's washing, the Squint-zies tub automatically rinses and damp-dries another load—gives clothes so fluffy they're lighter to handle."

and ready to turn in no time, with no deep creases!

as I like while I'm packing lunches, finishing up the breakfast dishes, or starting to hang up the clothes!"

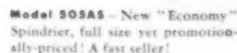
Easy is portable! Just wheel it to any sink. Saves cleaning bills by doing "washable" dropouts and stopovers at home. Friend right for you, with Easy terms to fit your budget. Set it in action now! Easy Walking Machine Corporation, Syracuse 1, N. Y.

*Profer a wings! Fenetic. Eats cellulose. Spreads
working action. Insects. Overlaid. Thick protein
mats. Deep-chamber cells, with various apical lobes.*

Have small waders? New baby? Tiny apartment?
East Whimsey waders, onesie, damp-dryer loads
East Whimsey waders, onesie, damp-dryer loads

EASY
SPINDRIER

Every day more
convenient. It's EASY for you!



"IT'S EASY FOR ME!"

**I SAW PROOF IN
THIS DISPLAY!**



Easy dealers make Easy ads their own ads when they take advantage of Easy's continuous barrage of promotional and display packages. Right now we're writing orders on a sensational full-year's display service for only \$19.95! Ask your Easy representative or write for details today!

**I SAW PROOF IN THIS
DEMONSTRATION!**



No other washing machine packs so much exciting action! Easy's exclusive features—like Automatic Spin-rinse and Spiralator Washing Action—demonstrate themselves. The whole Easy merchandising story is pitched to give you more sales-per-salesman, less time per sale!



Model 3065S—Easy Spindrier with Spiralator washing action and Fill-and-Rinse faucet.



Model 3055—DeLuxe Easy Spindrier. Automatic Spin-rinse. Spiralator Washing action!

Easy's full line gives you a model to please every customer—makes it Easy to step-up to the deluxe 3055 Spindrier!

For a busy, profitable new 1950, Easy is giving you more of everything! More value to offer value-conscious women... more advertising, display and merchandising aids to bring them into your store! Yes, Easy makes it easy for you in 1950! Easy Washing Machine Corporation, Syracuse 1, N. Y.

EASY

**TALK
of the
TRADE!**

CASCO EXTRA PROFIT OFFERS!

FIRST AGAIN TO GIVE RETAILERS THE BIGGER PROFIT THEY NEED!

**You make more sales...more satisfied customers...more money with
CASCO...AMERICA'S FASTEST SELLING STEAM & DRY IRON!**

EXTRA PROFIT OFFER "A"

WITH YOUR ORDER FOR ONLY 5

CASCO STEAM & DRY IRONS

**YOU GET A
CASCO STEAM & DRY IRON \$5**
WORTH \$17.95 for only

BUY 5 CASCO Steam & Dry Irons	Your Cost	Retail
	\$55.65	\$89.75
GET 7 CASCO Steam & Dry Iron for only	5.00	17.95
TOTAL	\$60.65	\$107.70

YOU MAKE \$47.05



EXTRA PROFIT OFFER "B"

**WITH YOUR ORDER FOR ONLY
2 CASCO Steam & Dry Irons**

**YOU GET A CASCO STEAM & DRY IRON
worth \$17.95 for only \$7.95**

BUY 2 CASCO Steam & Dry Irons	\$23.90	\$35.90
GET 7 CASCO Steam & Dry Iron only	7.95	17.95
TOTAL	\$31.85	\$53.85

YOU MAKE \$22

WE CHALLENGE ANY STEAM & DRY IRON TO MATCH CASCO IN QUALITY FEATURES

**CASCO is the only Steam & Dry Iron on the market
combining ALL the features every woman wants!**

- ✓ USES ORDINARY WATER
- ✓ WEIGHS LESS
- ✓ FABRIC DIAL FOR BOTH
Steam and Dry Ironing

- ✓ STAINLESS STEEL
- ✓ FILLS EASIER
- ✓ STEAMS LONGER
- ✓ AND MANY OTHERS

CASCO

CASCO PRODUCTS CORPORATION • BRIDGEPORT 2, CONNECTICUT

ORDER TODAY FROM
YOUR WHOLESALER.
OFFER POSITIVELY LIMITED



Du Pont announces a NEW finish for refrigerator interiors

Now you get twice the sales impact



No wonder profit-wise dealers everywhere point to the DULUX Enamel seal to give prospects visible *proof* of quality exterior finishing—a finish that gives years of washable, mar-resistant service. Sparkling, rigidly-pre-tested DULUX Enamel has helped to clinch over 20,000,000 refrigerator sales!

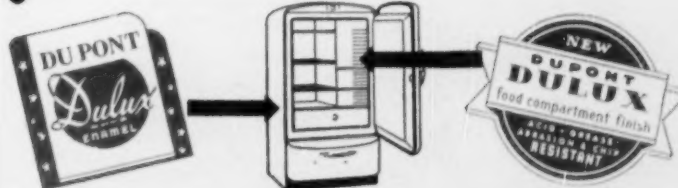
And now you get just *twice* the sales ammunition . . . famous DULUX Enamel on the outside, identified by the DULUX Enamel seal . . . PLUS . . .

. . . **NEW DULUX Food Compartment Enamel** on the inside . . . identified by a *new* seal to put more punch into your sales story!

DULUX Food Compartment Enamel provides refrigerator liners with the same kind of long-term beauty and protection that has made DULUX Enamel America's leading home appliance finish. Be sure your manufacturer supplies DULUX-finished refrigerators with *both* DULUX seals. If you don't ask for them when you buy, you can't feature them when you sell!

USE THESE SEALS TO CLOSE YOUR DEALS

"DULUX" IS AMERICA'S LEADING
HOME-APPLIANCE FINISH



DULUX Refrigerator Finishes



Paves your way to

with this great *Silver*

Double Table Range

A sensational value from the manufacturers of America's finest table-model stoves!

What an offer...for you, for your customers! Built with every detail, every feature of stoves retailing for 50% more—combining the experience of 25 years of manufacturing superior electric table ranges and other appliances—the **KM** Silver Anniversary Double Table Range is your first big, profit-packed special celebrating **KM**'s 25th anniversary. Display it, feature, *sell* it—watch those extra profits roll in!

A Natural Leader for National Electric Housewares Week!

Feature the Double Table Range and other **KM** appliances during Electric Housewares Week—April 14-22—a tremendous, nationwide promotion that will build profits and prestige for everyone in the industry! Cooperate with this great national promotion—tie your store in with colorful display posters and other material, available from NEMA!

Body finish—gleaming chrome top—famous **KM** porcelain and Nichrome wire elements. Fast, even heat...low-cost operation, lightweight but durable! Perfect for apartment kitchens, summer cottages, trailers, taverns, shops. The "extra stove" every home needs!

Knapp  *Monarch*

ST. LOUIS 16, MO.

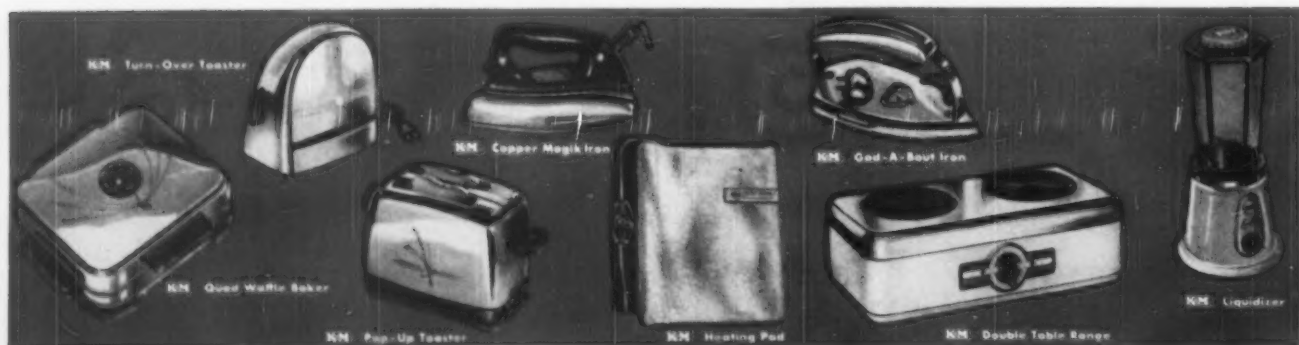
KM Appliances Also Manufactured in Canada

World-Wide Distributors

Philco International Corp., 50 Broadway, New York

Exclusive Distributors in Canada

Crown Electrical, Brantford, Ontario



GREATER PROFITS



Anniversary Special

7⁹⁵
RETAIL



LIMITED TIME ONLY
Order direct from **KM**
factory. We will ship and bill
your nearest distributor.



Better

AND WE CAN PROVE IT—

Specialization in wringer-type washers only plus *big* volume, results in manufacturing economies, better quality and workmanship at *lower prices*. Compare these specifications for the popular, low-priced Model 60 Duchess, with others at much higher prices—

WRINGER: Lovell. Swings and locks in five positions. Balloon rolls. Adjustable pressure. Instant safety release. Finger-tip reverse. Self-reversing drain board. Steel frame, rust-proofed and Hi-Bake enameled.

AGITATOR: Duchess' famous triple flex spiral agitator. Uniform washing action for entire contents of tub. No jerking or churning of clothes at bottom while clothes at top are idle. Washes *ALL* the clothes *ALL* the time . . . faster, cleaner, and easier on delicate fabrics. Bronze bearings on both agitator and center post.

TUB: Big 10 pounds dry clothes capacity. Anti-splash rim. Straight side and flat bottom for greater capacity, and easier circulation of clothes.

TRANSMISSION: Exclusive silent, ball bearing transmission. All gears, pins, and guides precision machined and extra heavy. Ball-bearing worm thrust. Silent mesh clutch. Sealed in oil for life. A sturdy, durable, mechanism built of finest materials by expert craftsmen.

MOTOR: 1/4 H. P. heavy duty. Mounted on bracket which is bolted directly to the transmission. This assures permanent, positive alignment of the motor and worm shafts. Motor is cushioned in live rubber. Smooth and vibrationless power.

LUBRICATED FOR LIFE: No oiling—ever.

GUARANTEED FOR LIFE against defective material and/or workmanship.

With the Duchess You Can Outsell Competition on Any Direct Comparison!



BIG
A 10 lb. washing machine for only
\$99⁹⁵*
with full mark-up



MODEL 90
\$129⁹⁵*



MODEL 80
\$109⁹⁵*



MODEL 50
\$89⁹⁵*

Duchess
REGISTERED IN U.S. PATENT OFFICE
WASHERS

APPLIANCE MANUFACTURING COMPANY

ALLIANCE, OHIO

None Bigger • None Better • at any Price

Room Air Conditioner Sales up 25% in '49

FEDDERS SALES UP OVER 100%!

MORAL:

Sign up for Fedders Great New 1950 Line!

NIFTY FOR FIFTY! PACKED WITH
NEW FEATURES AND EXTRA PROFITS FOR YOU!

- 1 HINGED LIFT TOP...** Makes replacement of filters easy. Cabinet is furniture-styled and all controls concealed.
- 2 UNIT HERMETICALLY SEALED...** Completely welded... diminishes service... keeps in the safe Freon-12 refrigerant... lubricated for life. Five-year Protection Plan.
- 3 QUIET OPERATION...** A triumph of Fedders engineering, this unit operates at lowest noise level in history... seals out irritating street noises... cools room silently and provides year 'round comfort.



fedders

A GREAT NAME SINCE 1896

Climb on the Fedders Bandwagon! It's the fastest growing line in the fastest growing field in the appliance industry! Sell Fedders with full confidence that you are giving your customers more air-conditioning per dollar than they'd get buying any other unit... regardless of price. Beautiful new units fit into the window, plug in like a radio, require no ducts, no pipes, no water connections.

MAIL COUPON FOR FACTS NOW!

Fedders-Quigan Corporation, Dept. EM-2, Buffalo 7, N. Y.

Gentlemen: Please send me complete information on the 1950 line of Fedders Room Air Conditioners for we'd like to get aboard your profit band-wagon selling this new comfort appliance.

Name

Company

Address

City

County

State

A Complete New RECTANGULAR

STEWART  WARNER



A complete NEW line
featuring the
RECTANGULAR
"BLACK" TUBE... 16"
Table, 16" Console FM-
AM Radio, 14" Table, 14"
Console with FM-AM
Radio, 14" Console TV
only, 14" Console with
FM-AM and new 3 Speed
Record Changer!

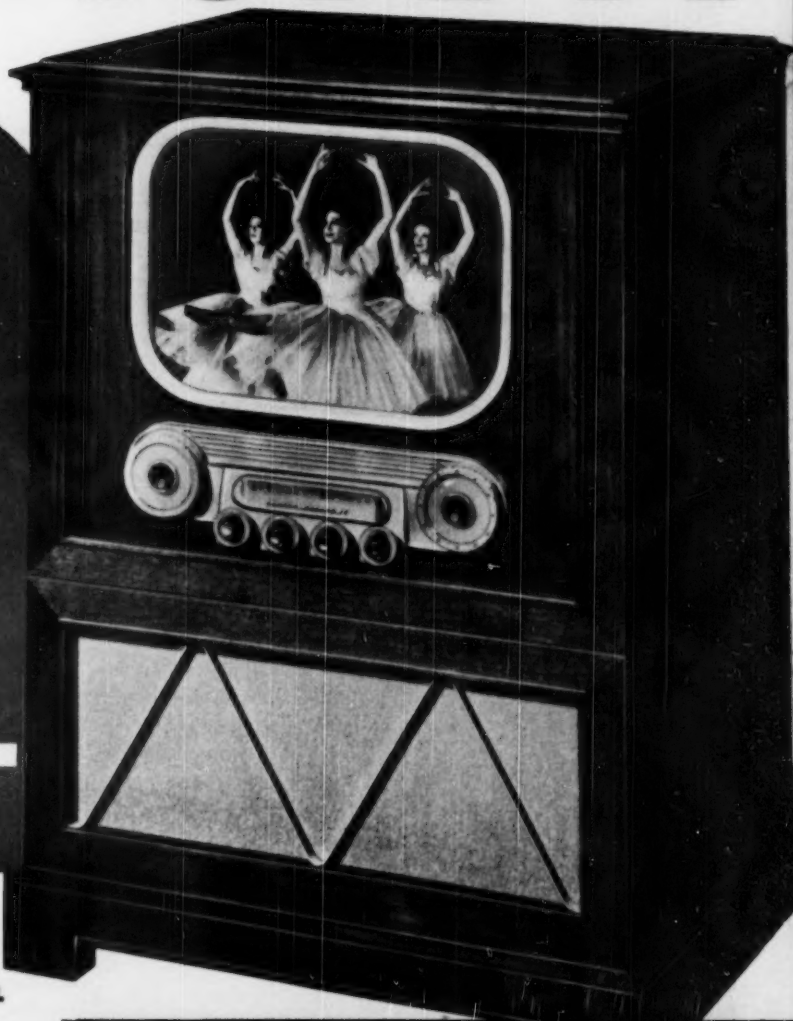
PLUS

THESE STEWART-
WARNER
EXCLUSIVES...

Line 14" and 16"- "BLACK" TUBE TV

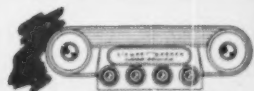
Here's the hottest line in the television business! New models, new designs, revolutionary new features—all paced by the amazing new Rectangular "Black" Tube in giant 14" and 16" picture sizes! And all priced to assure you **MAXIMUM TURNOVER AND PROFIT IN THE MOST COMPETITIVE MARKET!** Your Stewart-Warner distributor has the facts! See him today!

STEWART-WARNER ELECTRIC
Division of Stewart-Warner Corporation
1826 Diversey Parkway • Chicago 14, Ill.



BUILT-IN AERIAL

No costly installation.
Compactly located
inside cabinet.
Cannot be seen
from exterior.



UNI-PANEL CONTROL

All controls centered on
one easy-to-use panel!
Quick, automatic, accurate!

MIRACLE TURRET TUNER

Industry's finest tuner!
Quick adjustment
provides reception of
proposed U.H.F. channels.



DYNA-POWER CHASSIS

Supersensitive
...assures greater
distance reception
from built-in aerial.



See Your
STEWART-WARNER
DISTRIBUTOR—*Today!*

Most Powerful Chevrolet Trucks Ever Built!

Plenty of power—and dependable power—to handle heavy loads at lowest cost! Two great engines bring you new power, new stamina, new and spectacular performance with economy. These 1950 Chevrolet P•L trucks are the most powerful trucks Chevrolet has ever built.

In performance, popularity, payload and price, Chevrolet is the outstanding leader! Chevrolet is the nation's choice for every trucking job . . . and on each job, these P•L trucks have established their right to leadership by years of outstanding service.

CHEVROLET MOTOR DIVISION, General Motors Corporation
DETROIT 2, MICHIGAN

Far ahead with all these *Plus Features*:

- TWO GREAT VALVE-IN-HEAD ENGINES: the new 105-h.p. Load-Master and the improved 92-h.p. Thrift-Master—to give you greater power per gallon, lower cost per load
- THE NEW POWER-JET CARBURETOR: smoother, quicker acceleration response
- DIAPHRAGM SPRING CLUTCH for easy action engagement
- SYNCHRO-MESH TRANSMISSION for fast, smooth shifting
- HYPOID REAR AXLES—5 times more durable than spiral bevel type
- DOUBLE-ARTICULATED BRAKES—for complete driver control
- WIDE-BASE WHEELS for increased tire mileage
- ADVANCE-DESIGN STYLING with the "Cab that Breathes"
- BALL-TYPE STEERING for easier handling
- UNIT-DESIGN BODIES—precision built.

CHEVROLET P•L

ADVANCE-DESIGN TRUCKS

Popularity Leaders The public's overwhelming preference for Chevrolet is proof of owner satisfaction earned through the years. Beyond question, Chevrolet P•L trucks are the nation's leading choice in the entire truck field.

Performance Leaders The new Chevrolet P•L trucks give you high pulling power over a wide range of usable road speeds—and on the straightaway, high acceleration to cut down total trip time.

Payload Leaders The rugged construction and all-around economy of Chevrolet P•L trucks cut operating and repair costs—let you deliver the goods with real reductions in cost per ton per mile.

Price Leaders From low selling price to high resale value, you're money ahead with Chevrolet trucks. Chevrolet's rock-bottom initial cost—outstandingly low cost of operation and upkeep—and high trade-in value—all add up to the lowest price for you.



You Can Pick Sales Off Backyard Clotheslines!

Join the Great Hamilton "Clothespin" Promotion!

63,000,000 consumers are seeing the Hamilton Automatic Clothes Dryer national advertising which "spearheads" the great "clothespin" promotion. Sales are piling up . . . more and more dealers are joining the promotion and making profits accordingly! See your Hamilton distributor today!

MARKET UNLIMITED! There's an unlimited market for Hamilton Automatic Clothes Dryers—the women who use clothespins. These members of the backyard backache brigade include most of the people you know. Perhaps your wife is among them, for only one woman in every 200 has a clothes dryer. Only 1/200th of your potential customers know this wonderful freedom from washday woe. And . . . here's one product which offers you this clear profit—no trade-ins, no "used" appliances to be resold.

WOMEN WANT THE HAMILTON DRYER!

- Dries clothes fast as they can be washed
- Dries clothes indoors where they are washed
- No more carrying heavy baskets of wet clothes
- No more nuisance of clothespins and clotheslines
- Dries clothes fluffy, fresh and sweet
- Dries clothes ready to iron or put away
- Dries clothes in minutes instead of hours
- Puts an end to the "weather" problems of outdoor drying
- Exclusive SUN-E-DAY ultra-violet lamp sanitizes clothes, gives them sunshine-and-breeze freshness.



"Clothespin" Promotion Includes Strong National Advertising Plus Sales Promotion and Dealer Helps

Window Banners, Outdoor Posters, Feature and Price Cards with Magnetic Clips, Newspaper Mats, Radio Commercials, Counter Cards, Reprints of National Advertising, Direct Mail Folders, Give-away Booklets and the most complete Sales Training Program in the entire Clothes Dryer Industry.



ACT NOW! See Your Distributor or Contact Us Direct!

For details about the profitable Hamilton Franchise and the full story of this sales-making "Clothespin" Promotion, see your Hamilton distributor today, or write direct to the Hamilton Manufacturing Company, Two Rivers, Wis. In Canada the Hamilton Dryer is known as the Coffield Hamilton Automatic Clothes Dryer, and is distributed by Coffield Washer Co., Hamilton, Ontario.

**The Original
Automatic
Clothes Dryer**

Hamilton
TRADE MARK REG. U. S. PAT. OFF.
Automatic CLOTHES DRYER
Gas and Electric Models

the magnificent
Magnavox
radio-phonograph - television



Magnavox Positive Price Protection

Safeguards Against Unfair Profit Cutting

Dealers enjoy television's brightest profit picture with Magnavox. For rigid enforcement of Magnavox prices, fair traded where permitted by law, assures rightful markups. Magnavox selects only a few dealers in each market, and they sell Magnavox instruments on a direct-from-factory basis.

The Magnavox Company
Fort Wayne 4, Indiana

NOW...the New *SPEED-TOP*

G.P.&F. MET-L-TOP IRONING TABLE

G.P. & F. has developed a new *Speed-Top* model, with a more efficient ironing table surface for practical home use. The *Speed-Top* MET-L-TOP has 49 square inches of extra ironing surface, gained by making the top wider and squaring the wide end. This means that a larger surface can be ironed before shifting the clothes or lifting the iron. Saves time and work.

49 square
inches of extra
**IRONING
SURFACE**

The label that sells the table.

ProtectoRest serves as a
hanger or convenient rest
when table is not in use.
Protects pad and cover.



Smooth-as-glass, ventilated
top, never sags or buckles.

Simple finger-tip release—
easy to open or close.

Adjustable-height model
has seven different height
adjustments to assure most
comfortable ironing posi-
tion and reduce ironing
fatigue.

All-metal, welded construction.
No wobble, squeak or creeping.

You Give More For the Money In MET-L-TOP

... the original all-metal, ventilated-top ironing table, with more features that women want.

Show your customers the difference... the extra value in fine construction, in greater convenience, and you can easily "sell the MET-L-TOP" line.

THE ONLY ALL-METAL IRONING TABLES NATIONALLY ADVERTISED IN ALL THESE MAGAZINES

... now reaching 22,800,000 readers through *Ladies' Home Journal*, *Parents' Magazine*, *Better Homes and Gardens*, *Woman's Day*, *Good Housekeeping*, *Household*, *Farm Journal*, *Country Gentleman*.

Nationally Advertised

FAIR TRADE Contract Price, Non-adjustable Model, \$8.95

Adjustable Height Model, \$9.95



MAKE AN EXTRA PROFIT by selling the tailored-to-fit Sanforized MET-L-TOP pad and cover set with every table. Assures better ironing results.



MANUFACTURED BY **GEUDER, PAESCHKE & FREY CO.**
MILWAUKEE 1, WISCONSIN

1950 . . . *Our Industrial Machine Is Running Down*

In his recent Economic Report to Congress President Truman chalked up a constructive advance in his economic reasoning. He pointed out that if we are going to attain the worth-while goal of a \$300 billion national income in the next five years, we must equip ourselves with more and better industrial tools. Of all the dynamic forces of expansion in America, he said, one of the most important is business investment.

That is fine. It is basic common sense. We have been saying that for years and we are glad to hear the President say it too.

But having hit this new high in his economic reasoning, the President failed to draw the right conclusion. He made the mistake of accepting the false conclusion that there is no shortage of business funds to pay for more and better industrial tools. "There are immense opportunities for business investment in nearly every segment of the economy," the President said, and further, "there are in general sufficient funds available to businessmen who want to seize these opportunities."

That just is not so — and the lack is not only serious; it can well be fatal.

It is a matter of the most urgent national importance that the President's recognition of the

need of more and better industrial tools should be followed by effective action. *That calls for changes in the national policies that are now blocking and, unless changed, will increasingly block business from meeting this need. If business cannot get enough new tools, the result will not be higher, but lower standards of living five years from now.*

The President should talk this matter of business investment over with Senator O'Mahoney, the Chairman of the Joint Congressional Committee on the Economic Report. Senator O'Mahoney would take to the discussion knowledge of the investment situation recently acquired through his conduct of a series of Congressional hearings.

If he told the President what he told the press during the course of these hearings, he would say, "the private capitalistic system is being seriously threatened by a lack of venture capital." That is in direct conflict with the President's conclusion that "there are in general sufficient funds available."

This serious shortage of adequate investment in new plant and equipment is brought forth so that all of us can understand it by McGraw-Hill's annual survey of American industry's plans for investment in new plant and equipment in 1950, which has just been completed.

BUSINESS' PLANS FOR 1950

These are the major findings of the McGraw-Hill survey of "Business' Plans for New Plants and Equipment" in 1950. Made by the McGraw-Hill Department of Economics, the survey shows:

1. Industry—as represented by manufacturing, mining, transportation, and utilities—now plans to invest \$12.4 billion in new plants and equipment this year. This is 13% less than was actually spent last year.

2. Manufacturing industries alone plan to spend \$6.3 billion in 1950 for new facilities. This is also 13% less than they spent last year.

3. Manufacturers as a whole expect their 1950 sales volume to about equal 1949's.

4. Manufacturers will expand their capacity about 3% in 1950, under present

plans. The largest part of their funds, 65%, will go to replace and modernize existing facilities.

5. Profits and reserves are expected to provide 92% of the 1950 investment funds of manufacturing companies. These companies count on new common stock issues to provide less than one-half of one per cent of the investment funds they will need.

6. Two out of three manufacturing

companies review their investment plans monthly. Almost all companies go over them at least quarterly. The survey shows that companies changed plans rapidly during 1949 to meet changes in their prospects.

7. Other industries are also reducing their investment plans in 1950 by 13%. This coincidence arises from the fact that utility companies, notably the electric light and power companies, plan to spend only slightly less than in 1949. Railroads, on the other hand, are reducing their capital programs in 1950 by more than 40%.

A copy of a complete report on "Business' Plans for New Plants and Equipment" may be obtained by writing me at McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 18, N. Y.

The results of the survey, which are summarized above, show that American Industry—as represented by manufacturing, mining, transportation and utilities—is planning to spend 13 per cent less for new plant and equipment in 1950 than it did in 1949.

Since the rate of investment in new plant and equipment right now is apparently about 15 per cent below the rate for 1949, the present level of business investment may be relatively steady in 1950. That would relieve the fear, expressed by President Truman in his Economic Report, that "if the downward trend in business investment were to continue, our prospects for full recovery and continued expansion would be seriously endangered."

BUT, at the rate of investment planned by American manufacturing industry for 1950, it would take 40 years to modernize thoroughly our present industrial plant and equipment. That would still leave undone the job of increasing it to meet the needs of an expanding economy of the kind sketched by President Truman in his message.

In attaining even this rate of investment, the McGraw-Hill survey shows American business must rely overwhelmingly on its own profits, which have declined as the country has left the postwar boom behind it. Most American companies cannot sell new common stock except at ruinously low prices. Here is one case where gov-

ernment action is really needed to help business and help to keep a rising American standard of living.

In order to get enough business investment to assure the "full recovery and continued expansion" sought by the President, our country needs:

1. Lower taxes on business income so as to release more money for new plant and equipment.
2. Liberalized depreciation allowances on old plant and tools so that business can buy new equipment faster.
3. Repeal of the present double taxation of dividends which now are taxed once as corporation income and again as personal income.

It is encouraging to have the President explicitly recognize the key importance of adequate business investment in providing steadily expanding prosperity. The next and most important thing to do is to make this recognition effective by discarding national policies which are blighting an adequate volume of business investment.

James H. McGraw, Jr.

President, McGraw-Hill Publishing Company, Inc.

✓ **Build Extra
Volume with**

ARVIN

Smash-hit combination offer

*Your customers save \$4.50 on this
Arvin Automatic Toaster and Lazy Susan*



Toaster only	\$21 ⁵⁰
Lazy Susan (retail value)	5 ⁹⁵
Total	\$27 ⁴⁵
Customer pays	22 ⁹⁵
SAVES	\$4⁵⁰



She saves — and you profit with this attractive “deal”!

Featured in two-color full page in March
Ladies' Home Journal

Two big-demand items at a sensational combination price! The Arvin Automatic Toaster, nationally advertised at \$21.50, has cushioned pop-up, inspection knob, hinged crumb tray, mirror-bright beauty, insulated walls and handle—plus exclusive Arvin Sta-Warm Shelf! Lazy Susan is beautifully styled in

chrome and crystal with 14-inch revolving tray, three compartment condiment section. An exceptional retail value at \$5.95! An unbeatable value-combination at \$22.95!

Contact your Arvin Distributor now for the complete promotion—including window streamer, counter card and newspaper mats! Act fast to get this great Arvin Combination into your windows and on your counters when the full-page ad breaks in March Ladies' Home Journal!

Arvin Electric Housewares Division

NOBLITT-SPARKS INDUSTRIES, Inc.

•

COLUMBUS, INDIANA

Write, wire
or phone
your distributor

TODAY

Thrifty '50 Promotions

Every woman is your prospect
with the "Arvin Charming Hostess" offer
timed for Electric Housewares Week



When she buys an Arvin Lectric Cook her first party is "on the house"!

Featured in full-color pages in April Ladies' Home Journal and Woman's Day

Don't waste a minute! Get in on this terrific Arvin "Charming Hostess" promotion right now—before those smashing full-color pages get out to the millions of readers of Ladies' Home Journal and Woman's Day!

Fast-selling Arvin Lectric Cook is now offered to your customers in combination with the Arvin "Charming Hostess Party Package" at NO EXTRA

cost! "Charming Hostess Party Package" includes full-size packages of Kraft American Cheese and Swift's Prem, two packages of Duff's Waffle and Pancake Mix, and a can of Log Cabin Syrup—plus a collection of taste-tempting recipes prepared by home economics directors of leading food companies!

The program is ready now, including window streamer, counter card, recipe booklets, and newspaper mats! Get this powerful promotion into your window before the big color ads break! Tie in your advertising with Arvin's powerful national advertising.

Arvin Electric Housewares Division

NOBLITT-SPARKS INDUSTRIES, Inc.

COLUMBUS, INDIANA

ELECTRICAL MERCHANDISING—MARCH, 1950

Write, wire
or phone
your distributor

TODAY

More PROFIT-Quicker TURNOVER-with these NEW AIRCLONE Fans!

Here's a new line of fans for office, home, restaurant and store that will bring bigger sales and profits your way this year! It's AIRCLONE — a new high-output fan produced in three distinctive models covering a wide range of fan use. These models are *Airclone Hassock Fan*, with special new high angle of air delivery; *Airclone Table Fan* featuring a wide angle of output; and *Airclone Pedestal Fan* with extra-large air volume in two different models.

All these quiet-running, dependable Airclone Fans have three speed adjustments; all are attractively styled in pearl gray or two-toned burgundy-and-beige finish.



No. 521 Airclone Hassock Fan



No. 616 Airclone Table Fan



"Comfort Zone" AND OTHER FEATURES HELP SELL Airclone!

The new Airclone HASSOCK Fan directs a large volume of cool floor-level air out and up, circulating it over a wide area . . . giving complete, pleasant comfort to all occupants of the room, whether standing or sitting. What a difference! No more cooling at "knee level" only, with little or no comfort in upper areas! Model 521 (illustrated) — 12" diameter, 4 blade fan; 1/15 HP Marco motor; 900 - 1250 - 1550 RPM. Model 511 — "economy" model with open grill.

Airclone TABLE Fan — projects a high

volume of air at a wide angle from the face of the fan. Tilts in 90° arc from vertical to horizontal. Model 616 (illustrated) — 16" diameter, 4 blade fan; 1/10 HP Marco motor; 900 - 1250 - 1550 RPM. Model 612 — 12" diameter, 4 blade fan; 1/15 HP Marco motor; 900 - 1250 - 1550 RPM.

Airclone PEDESTAL Fan with base adjustable 5½' - 8'. Model 620-P (illustrated) — 20" fan, 1/8 HP Marco motor, 650-850-1025 RPM. Model 616-P — 16" fan, 1/10 HP Marco motor, 900 - 1250 - 1550 RPM.



No. 620-P Airclone
Pedestal Fan



See your jobber, or write us today for full details!

AIRCLONE FANS are made by

MARCO INDUSTRIES, INC.

Manufacturers of Marco Tri-Speed Motor and other Motor Products
787 TERRACE BLVD. DEPEW, NEW YORK



"Joe's O.K. He's one of us..!"

What does he mean—"One of us"?

You know what he means. Joe spells his name right. His religion is right. His folks come from the right part of the world.

Yes, maybe Joe is O. K.

But the fellow who says "He's one of us"—that fellow isn't O. K. He's intolerant. Blind, unreasoning prejudice makes him think he's better than somebody else.

In your employ there may be some prejudiced folks like this. They may work for you... but they don't work *together with others* for you. Not very well they don't. And you ought to do something to show them

how wrong they are. You ought to do it for America's sake... for your own sake.

The Advertising Council is asking you to join hands with it in promoting *fair play* to all regardless of race, religion or national origin.

Display one of these posters in your office or your factory. Let men and women of good will know that there are other men and women of good will who believe as they do.

Help make yours a more friendly community in which more personal and direct methods may flourish and take root.

It will serve you while it serves America.

Post these
messages in
a public
place!
Copies are
FREE!



write to
THE ADVERTISING COUNCIL, INC. • 25 W. 45TH ST., NEW YORK 19, N.Y.

A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

Accept or reject people on their individual worth.

NOMA is always FIRST



st
with new
products

Year in, year out,
you can depend on
NOMA to bring out
the sales-tested
new items that are
sure to sell.



st
in
consumer
acceptance

25 to 1

NOMA is the *only* name
in Christmas lighting
consumers really know —
proved by impartial survey.



st
with
sales
helps

NOMA backs the dealer with
effective point-of-sale
material and the biggest
national advertising
campaign in the industry!



*Best in
Sales*

*-YEAR IN,
YEAR OUT!*

*See you at the
Toy Fair*

March 6 to 17. Be sure to see
the new 1950 Noma line — East Room,
First Mezzanine, Hotel McAlpin.

NOMA

ELECTRIC CORPORATION, 55 W. 13th St., New York 11, N. Y.

chest x-rays for my employees? ... ridiculous

Not so ridiculous, mister! Chest X-rays may show that people who feel in the "pink" are really suffering from active tuberculosis. In its early stages TB frequently has no symptoms at all.

It now leads all other diseases as the cause of death between the ages of 15 and 34. Tuberculosis kills almost 50,000 Americans every year.

This is shameful... shameful because it is a disease that can be wiped out if we will all take the first simple step required to wipe it out... have a periodic chest X-ray.

Tuberculosis costs the United States 1,000,000 working years annually and, for TB Hospital maintenance alone, more than \$1,000,000 in taxes. How could you make a better investment than to lend a hand in helping to rid the country of this scourge?

Post this page on your bulletin board.
Let your employees know that the greatest safeguard against TB is excellent health. Active disease does not occur so long as the body's resistance can successfully fight the TB germ.

Let them know that TB is contagious. It is spread through sneezing, coughing and personal contacts.

Let them know that TB is curable, and that the sooner it is detected, the quicker the cure.

Let them know, above all else, they will be doing themselves a favor, their families and community by having their chests X-rayed at least once a year... starting TODAY!

Your cooperation can help save lives... maybe your own.



the Advertising Council, inc.

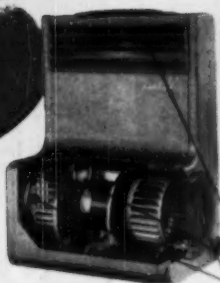
A non-profit organization representing all phases of advertising, dedicated to the use of advertising in public service.

25 West 45th St., New York 19, N. Y.

You can depend on it!

Superfan

**WILL
BE THE
HOTTEST HOT
WEATHER
SELLER
IN 1950!**



- Adjustable Outlet Grille Directs Air Where You Want It.
- 3-Speed, Silent, Rubber Mounted Motor.
- Balanced Twin Cage Type Impellers Blow Air Faster, Farther.
- Removable Guard Grilles For Easy Cleaning.

THE HOTTER IT GETS...THE FASTER IT SELLS!

Plan now for big profits with SUPERFAN! SUPERFAN has more outstanding, easy-to-sell features than any other air circulator on the market today! It's completely SAFE. No dangerous fan blades to cut fingers or tear clothing. Can be used in dozens of ways the year around. Every SUPERFAN sale leads to more SUPERFAN sales because every customer becomes an enthusiastic salesman for SUPERFAN! Get the full details about the proven, high profit "Summer Special" SUPERFAN sales program. Send coupon below, now!

SAFE! No Dangerous Fan Blades



The greatest safety story ever told! No nipped fingers or torn clothing.



HAS DOZENS OF USES

It Circulates

Cools Bedroom

Ventilates Kitchen

Blows Floor

**GET SET NOW FOR THE
BIG-Superfan SUMMER SPECIAL
WRITE TODAY FOR FREE COMPLETE
PROMOTIONAL PLAN AND
SALES KIT,**

**DEALER
SALES
KIT**

To: **QUEEN STOVE WORKS, INC., Dept. E03**
Albert Lea, Minnesota

Rush at once full details about Big SUPERFAN "Summer Special" Profit Building Promotion.

We are a dealer ☐ a distributor ☐

Firm Name _____

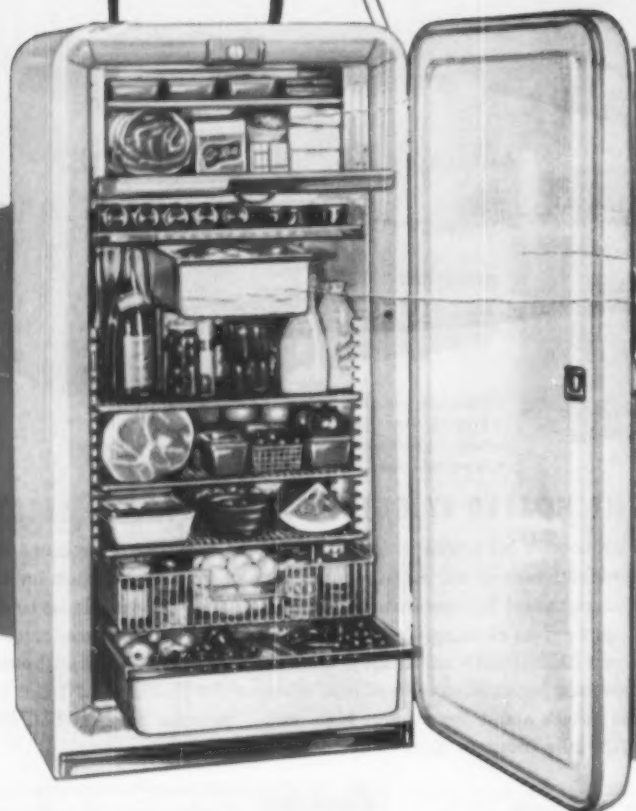
Address _____

City _____

State _____

By (name) _____

Only **Coolerator** gives you the **Big 4** in refrigeration



1 BIG CAPACITY SPACE-SAVERS

Real space-saver models with the big capacity every homemaker wants in her new refrigerator. Only 28 inches wide to fit in the space of an ordinary "6"—yet they provide 9 1/2 cu. ft. capacity with 20 sq. ft. of shelf area. That's a combination that's bound to close sales.

2 FULL-LENGTH DOORS AND MODERN STYLING

New streamlined beauty outside—new self apparent conveniences inside—are the natural results of Coolerator's revolutionary new design which puts the motor on the back! Every inch a refrigerator—with more room to freeze and store. More for your money than ever before.

3 2 KINDS OF FREEZING COLD

Way below freezing cold in the full-width freezer. Chest to store 40 lbs. of frozen food safely and keep ice cream frozen firm—with a separate quick-freezing shelf for ice trays. Quick-Chilling cold in the adjustable Chill-It-A-Long to chill beverages and desserts in a jiffy. They add up to another plus in a dramatic demonstration for extra sales.

4 NEW, MAGIC SELECT-O-SHELVES

Make the brilliant new Coolerators as easy to use as they are beautiful. Interiors that are adaptable—adjustable—to ever-changing food storage needs—offer another "closer" for extra-profit sales.

**Priced to Sell with the Margin you need
for Profit!**

Four great new Space-Thrifty Coolerators cover every segment of your market. They range from a value packed 7 1/2 cu. ft. full-length "leader" model sensationally priced at \$189.95 to a deluxe 9 1/2 cu. ft. refrigerator. Model for model they are featured and priced to meet any competition. They offer exactly the right ratio of extra features in terms of dollars to make profitable step-up selling natural and easy.

But regardless of whether you sell the top-of-the-line or a "leader" model—your margin is adequate to assure you the profit you need.

THE COOLERATOR COMPANY • DULUTH, MINNESOTA
Chicago Offices—11-107 Merchandise Mart

NOW

**7-HEAT PUSH-A-BUTTON
COOKING AT A NEW LOW PRICE**



The world's most wanted features at a price that's right for modest budgets. That's a combination which makes the deluxe fully-automatic Coolerator Range at only \$279.50 the "hottest" model in the industry. Six other great Coolerator Electric Ranges in both Push-A-Button and Rotary Switch models offer the ideal selection.

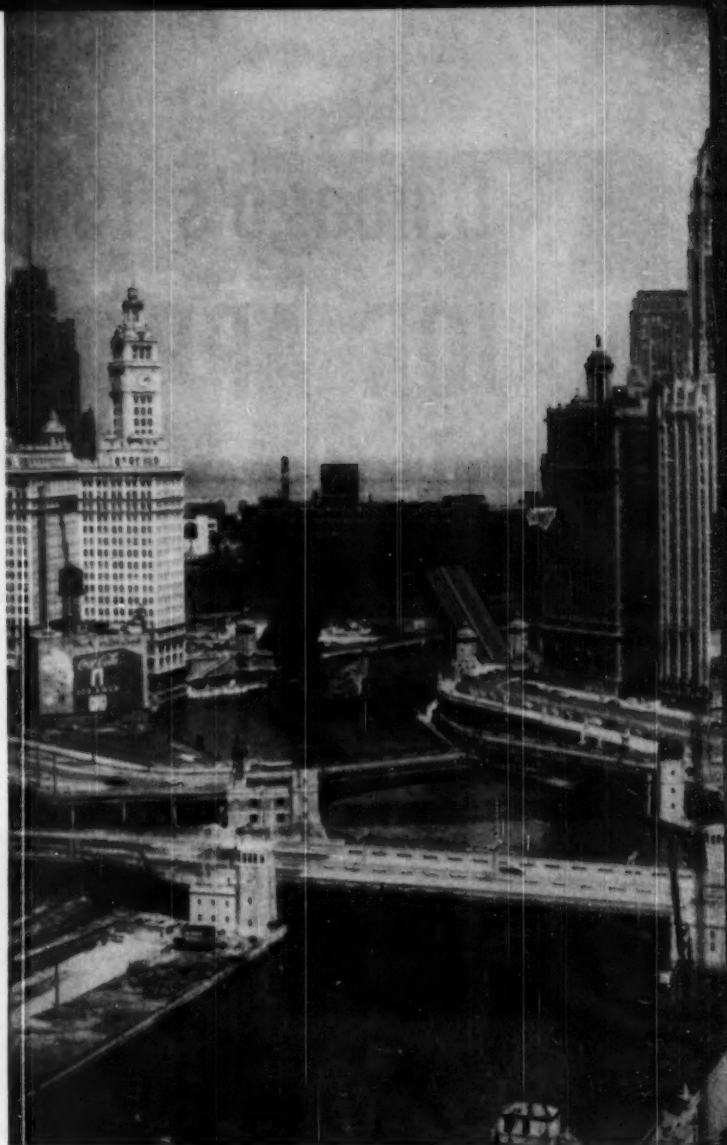
Copyright 1950, The Coolerator Co.

CHICAGO

World Capital of the Appliance,
Radio and Television Industries

This year, more than ever before, the three January shows at Navy Pier, the Merchandise and Furniture Marts and the national meetings of the National Appliance and Radio Dealers Assn. and the National Home Laundry Mfrs. Assn. revealed Chicago as the sales center of the industry. In this issue **ELECTRICAL MERCHANDISING** presents in pictures and text the men and the products which launched the 1950 merchandising year.

Pictures and Text By **TOM F. BLACKBURN** Midwest Editor



DEVANEY

THE annual journey to the Chicago markets is over, and dealers and distributors are beginning to translate their impressions into orders. Without accolade, the action of these 40,000 buyers in making the journey in the dead of winter confers on Chicago the honor of being considered the appliance capital of the world.

For such, indeed, it is. The Windy City could well afford to erect a tablet beside the grubby blacksmith shop where resistance wire, the thing that makes all heating devices possible, was created by Marsh. Some historical committee could put a plaque on the West Superior egg candling plant, above which George Hughes put together the first variable electric range. There could be another tablet on the old Bori Hotel, in whose basement one of the first electrically-powered washers was tested and found practical. One could put a marker at a certain address on North Ashland Ave., where Fred Wolff assembled the first electrical refrigerator. Another plaque could go on the wall of a room over at Lewis Institute where De Forest worked out the theory of the radio tube.

The first table dishwasher was found up in suburban Winnetka. The first workable toaster

was discovered by the Ford Museum in suburban LeGrange. Around Chicago, like stars in a diadem, lie the factories which through the years have developed these household items.

Mechanization of the Home

Chicago is a natural exhibition site for these manufacturers. Many of the men who saw these crude ideas first offered are still living.

Just as the 'teens' and the 20's marked the mechanization of the road, so have the last decades seen the mechanization of the home. Like a jinn escaped from a bottle, the appliance industry has soared beyond the creator's fondest hopes.

Again, there has been a snowballing of effort. For 25 years the Furniture Mart has been up and at 'em. In its shorter span, the Merchandise Mart has been growing fast. And the reason, as Lawrence Whiting of the Furniture Mart declares, is: this country that buys \$6 billion worth of automobiles purchases even more—\$12 billion worth—of home furnishings. For the Furniture Mart show 4,500 carloads of samples were rolled in, 90 trainloads in all.

In effect the three markets—the Merchandise Mart, the Furniture Mart and the Housewares

Show—do not upset a distributor's method of buying. Actually, in the opinion of many leaders queried there is not such a tremendous amount of appliance business signed up at the markets themselves. It is a place of contact, a location where each may look over his competitor's wares and learn the niceties of demonstration, the finesse of display. It is a chance to rub elbows with the mighty of the business. It is a time of ironing out troubles, face to face, and of learning the trend of the industry's thinking.

A Consumer Boom

This year buyers were prompted by a sort of boom—a consumer buying spree which embraced appliances, housefurnishings, houses, cars, clothes, groceries. Incomes have been rising in the lower brackets; there is G. I. insurance money about; and the government is inflationary in its policies. The little fellow seems to think he can get what he wants now.

As waiters whisked up the last hors d'oeuvres, as bartenders corked the remaining bottles of Haig & Haig, and as the last weary pilgrim creaked off in a Yellow Taxi to the railroad station, the consensus of opinion seemed to be: The best, most optimistic market since the war.

Chicago's 1950 MAJOR APPLIANCE Markets and Men

New spirit of optimism pervades exhibitors revealing new appliance lines to record number of buyers

(For story, see page 109)



SPARKLING aqua pura is in the cup held high by Jack J. Downs, veteran sales manager for Clements Mfg. Co.



CORNER CONFAB, with Vern Dunn, Appliance Mfg., and F. W. McGrath, sales manager, same, talking with "Tiny" Thompson, Gilchrist's, Boston.



SHOPPERS W. J. Dickinson and Neaf Gallagher of Automatic look at Blackstone's new washer, as John Wicht tells story.



WARREN NICK, Shopleigh Hardware Co., St. Louis, is listening to R. E. Mercer, general sales manager for Rainier "crystal point" refrigerators.



FINANCIAL men W. W. Rahn and W. K. Crawford, Commercial Credit Corp., pose with Frank Gibson.



ADMIRAL spokesman Seymour Mintz speaks to brief, brittle TIMEman J. J. D. Derry.



"HOW WILL business be in 1950?" asks Ray Hurley of Thor to Zorita, who reads minds (and really can).



WATCHING as Mrs. Ellen Semrow, Hotpoint home economist, takes a dishwasher apart, is Elizabeth Sweeney Herbert of McCall's.



BROTHER R. W. Atwill of San Francisco stands in for President Atwill of Quaker Space Heaters when he is gone.



A MR. HARRIS of Kansas City meets E. A. Lindemann, president of Lindemann & Haverson, introduced by H. R. Singleton, sales manager.



THIS FOOD goes in a G-E home freezer, Ralph Davis, New Iberia, La., and J. Brandt, Crowley, La., learn from J. E. Bryan, G-E, Bridgeport.



HORTON SHOWED: new home economist, named Miss Katharine Disser, who will work with dealers this coming year.



AT LAST an electrically operated gas range! Ed Kanker of Norge demonstrates model that lights up like an oil burner.



MEET H. C. Bennallock, sales manager for Barton, seated here with "Bud" Labisky (right).



JIM NEWCOMB, Westinghouse, and friend, thick in the crowd at the Admiral exhibit.



A NEW ELECTRIC housewares center was being promoted by Ralph Sorenson of Westinghouse.

MAJOR APPLIANCE MARKETS AND MEN (Continued)



WHAT A MAN who buys 10,000 refrigerators a year looks like. J. T. Garrett, Mercantile Stores Co., N. Y., (right) talks with Dan Packard of Nash-Kelvinator.



G. E. FARRELL, Joseph Home Dept. Store, Pittsburgh, and Sam Little, Johnston, Pa., laugh as they listen to Joe Morris of Speed Queen, funniest man in the appliance business.



CLASSY ESTATE surroundings are behind D. G. Wasserman, Bill O'Connor, Stanley Rosensweig, and Sol Greeber, all of Washington, D. C., in this snapshot of a snapshot.



NEW AMANA PLANS are being told to G. D. Haley, Tepfer Appliance Co., Cincinnati by Ed Hinchliffe, right, of Amana.



IN CANADA, James O. Maxwell, St. Marys, Ont., does 80 percent of the wringer business, Ed Doll of Lovell (right) declares.



HOOR OF TRIUMPH is enjoyed by Willie Mae Rogers, of Admiral. Listening are Howard Wells, and Frank Howard of Alton, Ill.



HEALTH NOTE: After long illness that kept him away from last year's market, Neal Gallagher is back in the pink.



GRAYBAR of Cincinnati day, with Glenn Moore and Harold H. Jenkins talking with Gibson's Gregory Rees (middle).



PLUMBERLESS dishwashers, such as shown by Norman R. Kevers of Kay-way Corp., Indianapolis, got a play.

Chicago's 1950 ELECTRIC HOUSEWARES SHOW Attracts Nation's Buyers

New products, redesign and versatility, color and added features to old lines were shown to 9,200 buyers who streamed through the seven days of the National Housewares & Home Appliance Exhibit

held on Chicago's Navy Pier, January 19-26. Some 527 manufacturers exhibited their lines at this show, which was the largest yet held by the National Housewares Manufacturers Association

See page 109 for descriptions of products and lines shown for the first time



EASY CLEANING is one of the features on the new Oster Blender as demonstrated by John Oster, Jr.



CASCO'S EXHIBIT said "Irons" in the loudest voice at the Housewares Show.



FIRST PHOTOGRAPH taken of T. E. Wall as newly appointed sales manager of the Dulane Mfg. Co.



FIRST table model dishwasher, says H. G. Blakeslee of Cory, is this one, built in Chicago in 1919.



TALKING TO New Britain is Jack Conlin, Chicago district manager for Landers, Frary & Clark.



CUSTOMER FROM Kankakee, Ill., marvels at the way John W. Ferguson of Rival slices up vegetables.

ELECTRIC HOUSEWARES SHOW (continued)



DOWN FROM EAU CLAIRE, demonstrator Esther Meyers puts on an act for the steam-iron put out by the National Pressure Cooker Co.



PRESIDENT Ben Schaffer of Dominion Electric and Al Smith, Milwaukee, inventor of the electric roaster and 40 other items.



LET INFRA RED do your cooking. Herman Dorfman of the Dorby Co. and S. N. Becker have some new ideas in cooking.



HOTPLATE harvest is being reaped by H. S. Larson of the National Stamping & Electric Works, makers of the White Cross line.



32 YEARS of making kitchen aids was dramatized by Hobart Mfg. Co. with a well-modeled display of its 1918 and 1950 food mixers.



DEANS of the air moving business are F. W. Smith, vice-president, and Fred W. Burmeister, sales manager, Robbins & Myers.



HARDEST WORKING man at the show was Birch Vermillion of Knapp-Monarch, who is putting over the firm's silver anniversary.



HEATED DEBATE between A. H. Zirke of Royal Vacuum Cleaner and Henry N. Smith, Wakeman & Whipple, Chicago.



AT NOBLITT SPARKS, Jo Kelleher and W. G. Howell of SUCCESSFUL FARMING book at the new heater demonstrated by Gordon Ritter.



WORD FROM HOME reaches the Emerson Fan boys, I. L. Kordenbach, Clarence Miller and J. Wright, as they pose before 1950 exhibit of window fans.



PICK IT UP like a suitcase and let the air blow in or out, suggests Glenn A. Delf of Atlas Tool & Mfg. Co., showing his new Atlas-Aire window fan.



FINDERS has a deep fat fryer, and Marie Brent, Morris A. Feinstein and Morris Levy of the General Appliance Co., Omaha, are telling the world.



FRED W. STOKES, Spokane, Wash., hears Fred S. Tuerk of Hamilton-Beach tell how hot their baby mixer is.



NOBODY CAN say they haven't room for a NuTone display, says Herbert E. Kaiser, representative from Racine, Wis.



GEORGE M. DOUMA, right, new Nesco sales manager, succeeding late Ted Fajen. With him is J. H. Akerman, Miami, and Clif A. Russell, San Francisco.



FREE POLKA DOT handkerchief was clever General Mills come on. Teresa Lucas, McLogan-Austin, Flint, Mich., is ironing one. Watching are Jim Fish, advertising manager, and Mrs. Mary Johnson.



BERNS MFG. CO., Chicago, taking care of Mervin Hirschfield, New York City. Gilbert Meyers, sales manager, is center and resting is A. Weingarten, Philadelphia representative.



BIGGEST BARGAIN in coffeemakers, less than \$10, is demonstrated by Mrs. Mable Sherrill and A. W. Santarlasci, district sales manager for West Bend Aluminum Co.

HOME LAUNDRY Conference and Convention Held in Chicago

Manufacturers hear Nelligan predict that 1950 will be a year of "product preference buying"; over 225 home economics experts attend the group's fourth home laundry conference

BECAUSE manufacturers will find it harder to compete on a price basis in 1950, this year will be one of "product preference buying", members of the American Home Laundry Mfrs. Assn. were told at the annual January meeting in Chicago.

Minimum wage laws, pension plans, steel strikes, and other economic factors have combined to put a floor underneath prices, H. Paul Nelligan, president of Easy Washing Machine Corp., told the convention. He was re-elected president of the association during the Chicago meeting.

The group's annual meeting was preceded by the Fourth National Home Laundry Conference, sponsored by the organization and attended by 225 home economics experts and other authorities from industry, educational institutions, government, women's magazines and textile and other related fields.

Outlook for 1950

Mr. Nelligan predicted that in 1950 women would have more money for goods and services than they did in 1949 but that they would compare products and shop for values within lines of products. He added that the producer who "can convince the customer she should buy his product 'fastest' will get the 'mostest' of her money. We should meet the challenge and get out and sell, and sell like hell," Mr. Nelligan concluded.

Ironer Report

Joseph Groshans of the ironer division of Speed Queen Corp. offered three explanations for the drop in ironer sales in 1949 from 1948 levels: they included 1) a general leveling off of inventories at distributor and dealer level, 2) an out-of-balance demand for white goods and 3) retailers' failure to realize that consumer interest in ironers exceeded the dealers' enterprise in making some intensive effort to close sales. He called attention to a test campaign in Decatur, Ill., which produced more ironer sales at retail in two weeks than had been made in the preceding three months. The test proved, he contended, that free home demonstrations are the answer to making ironer sales.

As to the future, Mr. Groshans said that the ironer sales outlook today is more promising than at any time in the past 45 years. He said that many dealers now realize the possibility of ironer sales at the ratio of one to every two washers instead of the traditional one to ten.

Citing figures never before released, he said that the industry sold 131,600 ironers from 1905 to 1919; 632,000 from then through 1929; 1,156,689 in the next decade and 2,056,545 in the last ten years.

Washers and Dryers

Frigidaire's F. M. Mitchell predicted a sharp upturn in dryer sales in 1950. He urged manufacturers to adopt a policy of free trials in homes and said that 85 percent of all dryers thus introduced are purchased before the end of the trial period.

In his report on conventional washer sales, Paul N. Berner, Norge division of Borg-Warner Corp., said that retailers were "far short" of the sales strength required, both in number and in quality. He said that a prime need in this field was better merchandising and urged live demonstrations in stores and homes and even door-to-door canvassing.

Parker H. Erickson, Bendix Home Appliances, speaking for manufacturers of automatic washers, endorsed the association's water study being conducted at the University of Michigan and expressed hope that the findings would aid in bringing about a standard plumbing code for the installation of automatic washers.

J. A. Drake of Norge asked the association to hold a clinic on merchandising and to report sales by type of retail outlets. He emphasized the need for trend data so that members can know quickly what the retail movement is; trading area reporting is valuable too, he added.

Business Sessions

Other election results in addition to Mr. Nelligan's re-election as president saw Mr. Mitchell, Walter D. Hunt of Dexter and Elisha Gray of Nineteen Hundred Corp. named vice-presidents. Howell Evans of Hamilton took office as treasurer. The executive committee

is composed of the first two men in each of the following groups: conventional washers—Walter K. Voss, Frank Breckinridge and John R. Hurlley; automatic washers—P. H. Erickson, C. E. Anderson and R. J. Sargent; dryers—R. G. Halvorsen, Fred M. Mitchell and Robert C. Upton; ironers—Joseph Groshans, Hal I. Biddle and M. A. Toussaint.

New regular members of the Association are Thor, Inc., and the Westinghouse Electric Corp. New associate members are Sperry Rubber and Plastics Co. and Detergents, Inc.

Roy A. Bradt, vice-president of Maytag and president of the association in 1947-48, was presented with an illuminated citation and camera for his services in organizing the association in its present structure.

Fourth Conference

Miss Eloise Davison, former director of the New York *Herald Tribune* Home Institute and now with American Central, was general director of the Home Laundry Conference. Among those reporting conference results were:

1) Miss Betty Genger (*Woman's Home Companion*) said that there is a definite need for laundry equipment and textile manufacturers to get together for their mutual benefit.

2) Miss Ada Bessie Swann (*Woman's Home Companion*), reporting on the dryer discussion, asserted that considerable education is needed on the variety of fabrics available to homemakers.

3) Mrs. Elizabeth Sweeney Herbert (*McCall's*) pointed out that bleaching instructions by manufacturers of bleaches and by editors and makers of washers are at direct variance.

4) Miss Edith Ramsay (*American Home*) said that in the ironer field the greatest need is to keep the ironer sold once it is in the home and urged manufacturers to provide full post-sales advice.

5) Mrs. Helen Kendall (*Good Housekeeping*) complimented the group on the steady progress which has been made in the direction of better and easier washing at home. She said women should be given more guidance

(Continued on page 208)



GENERAL DIRECTOR of home laundry conference was Eloise Davison, right; with her is Myrna Johnston, *BETTER HOMES & GARDENS*.



CONFERENCE participants included Margaret Davidson, left, *LADIES' HOME JOURNAL*, and Ohio State's Elaine Knowles Weaver.



CAUGHT UNAWARE were Mary Alice Brosnahan of Hotpoint and Bernice Strawn, *WOMAN'S HOME COMPANION*.



THREE OFFICERS of the association relax after a business session. Left to right are Fred Mitchell, Frigidaire, H. Paul Nelligan, Easy, and Howell Evans, Hamilton. Nelligan was re-elected president of the group.



CONFEREES: Helen Kendall, GOOD HOUSEKEEPING; Ada Bessie Swann, WOMAN'S HOME COMPANION; Elizabeth Sweeney Herbert, McCALL'S; Edith Ramsay, AMERICAN HOME; Julia Kiene, Westinghouse; Betty Genger, WOMAN'S HOME COMPANION; Elaine Knowles Weaver, Ohio State University, and chairman Eloise Davison.



IN APPRECIATION of his services, Roy A. Bradt of Maytag receives a camera and citation from secretary A. H. Noelke. Bradt served as president of the organization during 1947 and 1948.



QUICK RUSH to see Bradt's present followed presentation. Among those inspecting the new camera are Dana Chase, Paul Berner and "Doc" Boone. During his term as president Bradt organized the association along its present lines with groups representing automatic and conventional washer, ironer and dryer manufacturers.



SURROUNDING A. C. Scott of Apex are Dave Hays, engineering consultant; Margaret B. Dougherty, Bendix; Elizabeth Sweeney Herbert, McCALL'S, and Jean Clarke Thompson, American Gas Assn.



CONGRATULATIONS are extended by president Nelligan to John Hurley of Thor and R. J. Sargent, Westinghouse, as their firms re-enter the association.



JOINING Clarence Frantz, Apex, were Mrs. Selma Andrews, standing, Hotpoint; Marie Snell, left, General Foods Corp., and Betty Genger, WOMAN'S HOME COMPANION.

NARDA CHICAGO CONVENTION

Provides Forum For Manufacturers and Retailers

Nance, Bles, Daily, Packard, O'Brien, Butler, and others offer merchandising counsel to record group of dealers. Discussion panels stress cost-cutting, service methods. Pryor re-elected president

AS the annual convention of the National Appliance and Radio Dealers Assn. drew to a close in Chicago in January it became apparent that the organization was becoming an increasingly authoritative spokesman for the retail appliance trade.

The three-day session drew an estimated 500 persons from all parts of the appliance industry. Manufacturers were represented by men like W. A. Bles of Crosley, Walter Daily of LeMay, J. F. Nance, Hotpoint, Dan Packard, Kelvinator, J. R. Butler, Free Sewing Machine, Joseph Elliott, RCA-Victor and William O'Brien, Toastmaster. Heads of distributing firms slipped in quietly to feel the pulse of the retail appliance business. Financially solid dealers gave their time to attend.

Opening Session. Mr. Bles told dealers at the opening meeting that in order to survive the competitive days ahead they must be good business managers, cooperate with suppliers and use aggressive promotion methods. He criticized manufacturer pricing policies which ignore four basic rules: 1) prices must reflect value received; 2) they must allow sufficient margin for the dealer; 3) the distributor must be allowed a profit; and 4) the manufacturer must also show a profit.

To Mr. Daily fell the job of rating various advertising media in their relative importance to the retailer. He placed local newspapers at the top of his list, followed by posters, car cards, direct mail, window displays, floor displays and free home trials. He noted that radio and television spots are valuable but entail some disadvantages.

Luncheon Meeting. Mr. Nance predicted a "seller's" market for possibly the next six months at the first day's luncheon meeting. "With inventories in the distribution system cleaned out and with the prospect that the steel situation will be touch and go until

the end of March, I don't see how the appliance industry, even going full blast, will be able to build up inventories to a comfortable level until late spring," he said. He called attention to the vigor of sales during summer months, terming it an "important new element in the appliance business."

During the afternoon panel sessions Mr. Packard noted that "we must have foremen to build refrigerators and you must have foremen to help your salesmen perform," recommending one supervisor for every 8 to 10 men.

Discussing plans for compensating salesmen, Harold Shapiro, Samson Good Housekeeping Stores, Milwaukee, noted that his firm paid salesmen commission on the net price of an article and the net price of a trade-in. Part-time salesmen get \$1 an hour and hold prospects for experienced men to close. John Mooney, Broyles Electric Co., Marion, Ind., reported that he pays his demonstrator \$3.50 for ironer or washer demos and \$5 for a close. Mort Farr, Upper Darby, Pa., said he paid five percent and that his salesmen were earning \$12,000 a year.

Cost Reduction Panel. During Tuesday's discussion of reducing costs of doing business Kyle Holley, General Appliance Co., Chattanooga, said that he had found 15 per cent of in-warranty service calls to be due to insufficient information. He eliminated 70 percent of this cost by withholding commissions until user call reports signed by the user were turned in by the salesman. William Murray, Paoli, Pa., maintained that machine book-keeping was justified in a \$50,000 business. On his volume of 4,000 accounts (1,800 active), 300 monthly sales and 200 work orders, the machinery took the place of three girls.

Profitable Service. Wallace Johnston, Memphis, Tenn., told a servicing panel that each of his 11 servicemen made about seven calls per day, received 2½ percent commission on leads

turned in and five percent on sales that do not interfere with salesmen. Gene Morrison, Rockford Standard Furniture, Rockford, Ill., pointed out that all the dealer sold was the quality of his service since the same product could be bought at other stores. Frank Almquist, East Moline, Ill., reported that all of his salesmen graduate from his service department, noting that he has six servicemen at the present time and only two salesmen.

Dan C. Bowell of Frigidaire warned the trade-in panel that half of 1950 sales will entail trades and said that the appraiser, not the salesman, should look over all prospective trade-ins in the home and close the deal there if possible. The panel suggested that used merchandise put out on a rental basis be charged on the basis of \$10 for the first month and \$5 a month thereafter. Eighty percent of rental should be allowed on sale of new merchandise.

Profitable TV Selling. Record crowd turned out for the television panel and heard RCA's Joseph B. Elliott predict that 12-inch screens will have the largest market. He denied that TV will bury radio for the simple reason that families can't look at TV all the time. Tim Alexander of Motorola pointed out that a TV set has 10 times more parts than a radio, warning that competent service is the biggest dealer problem. The audience heard considerable discussion of the advantages of having all TV sets operating at once. One New York dealer has 60 receivers operating at once, making use of a master distribution system. Harry Kintzel, Allentown, Pa., discussed the problems of dealers in fringe areas.

Lee Pryor of Wilmington, Del., was re-elected president of the association during the meeting. He will be assisted by Phil S. Urner of Bakersfield, Calif., as vice-president and Ken Stucky of Ft. Wayne, Indiana, as treasurer.

End



RE-ELECTED president of the National Appliance and Radio Dealers Assn. at its Chicago convention was Lee Pryor, Wilmington, Del.



PRESIDENT of radio and TV dealer group in New Orleans is Frank Blue of D. H. Holmes department store in the Crescent City.



GOOD REASON to look happy: James Hampton's Pontiac, Mich., business jumped from \$33,000 to \$120,000 on television in one year.



OVERSEEING preparations for the annual meeting was Clifford C. Simpson, NARDA manager, who organized the program.



NAMED TREASURER of the group for the coming year was Ft. Wayne's Ken Stucky (seated) shown here with Francis Monette, Lowell, Mass., a director of the association.



DISTRIBUTOR and dealer swap stories during convention lull. At left is H. U. Mann, Chicago distributor; Kyle Holley, General Appliance Co., of Chattanooga is at right.



WINNER of only prize given away during meeting was Harry Armstrong of New Holland, Ohio.



LISTENING to a discussion panel are F. E. Morrison, Rockford, Ill., left, and Wallace Johnston, Wallace Johnston Appliances, Inc., of Memphis, Tenn., both retailers.



BUSINESS AT breakfast was order of day for Vergal Bourland, Ft. Worth, Tex., who is a NARDA director, Harvey Kintzel and Paul R. Miller, both of Allentown, Pa.



PANEL PARTICIPANT was H. L. Frankel of Huntington, W. Va.; he helped discuss "Sales Promotion Ideas That Click."



FATHER AND SON note at the Chicago convention was furnished by Sam (left) and B. H. Alberts of the Alberts Co. in St. Joseph, Mich. Almost 500 attended the meetings.



HANDING OUT samples of Wisconsin cheese at the convention was M. R. Norton, Wisconsin Power & Light Co.; on receiving end of gift is Gladys Justice, Iowa City.



SYMBOL of the intensive, thorough course of instruction offered by the G-E Appliance Sales College in Tampa is the cap and gown worn by salesman Perry Franklin as he receives his diploma from E. B. Weathers, college director.



A Good Sales Course Provides . . .

APPLIANCE SALES COLLEGE

THREE years ago, Bill Christie, manager of the Florida branch of General Electric Appliances, Inc., held a dinner sales meeting. He didn't like it. Of the 125 who attended, 17 had to leave early to return home, five left at intermission for the theater, and most of the rest were so full of food, they couldn't concentrate on what was being said. Right then and there, Mr. Christie decided that such meetings were a waste of time.

What was needed, he figured, was a real course of instruction, classroom style—unhampered by outside diversions—with a regular curriculum, examinations, and diploma. After three years of planning, the General Electric Appliance Sales College is a concrete fact. It matriculates, instructs and graduates dealer salesmen just as Harvard or Yale handle candidates for liberal arts degrees.

Established at Tampa, Fla., in mid-July of 1949, the college now boasts a group of alumni who can be ranked among the best salesmen in the Sunshine State and it continues to turn them out at regular intervals. It is a unique idea, unlike any plan ever devised before, and it has paid off because it reaches and strengthens the most vital phase of merchandising—the ability of the salesman to sell.

"The college was designed to tackle the problem of imparting sufficient product and sales information to retail sales people, which would enable them to promote aggressively and sell appliances," explains Mr. Christie. "Heretofore, this had been done primarily through three methods. These methods were (1) through contacts by the territory men—effective, but limited by the time that could be devoted strictly to product and sales training; (2) through the use of large sales meetings—but these could only be held infrequently and often served to do nothing more than temporarily stimulate sales efforts, and (3) through printed information supplied by the manufacturer—effective only to the extent that it was studied by sales people.

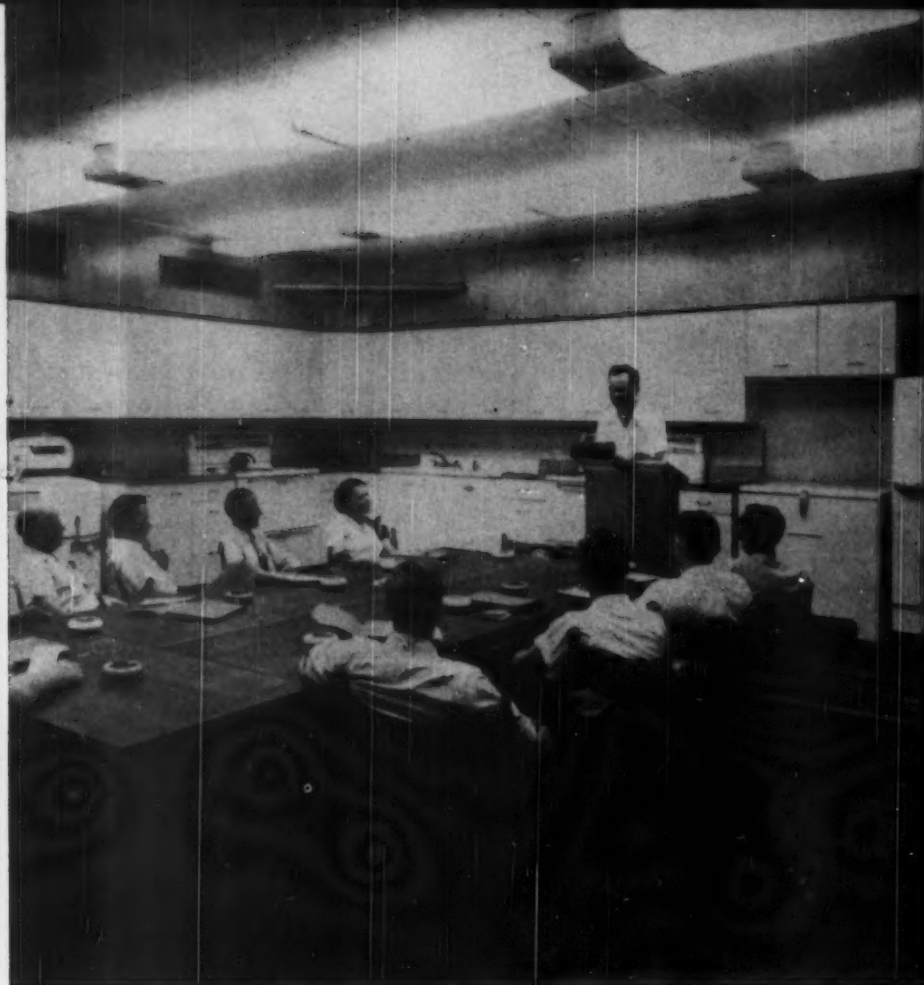
Small Groups Can Really Learn

"We believed that if retail salesmen or dealers could be broken up into small groups of ten or 12 people, and would spend a week hearing product and sales stories on all of the appliances, along with seeing demonstrations, actually using these appliances in addition to seeing movies and slide films and making actual presentations of sales stories,

they would be better qualified to promote and sell appliances."

That, in a statement, is exactly what the General Electric Appliance Sales College does. E. B. Weathers, of Tampa, is director of the college. Mrs. Juanita Hendrix, of the General Electric Appliance staff, is dean. Guest speakers and professors include Mr. Christie, W. C. Lanham, sales manager of the Florida branch of General Electric Appliances, Inc., representatives of the Florida Power & Light Co., and occasional outside speakers. The college term has been concentrated into a five day period with attendance required for seven and a half hours daily, and is divided into five courses of instruction. Classes are limited to ten or 12 students because the college heads believe small classes are more conducive to effective study. The course begins promptly at 9 a.m. and continues until 5:30 p.m. daily from Monday through Friday each week. At the end of the five day course, attendants are given a final examination which lasts for one hour. Quizzes are held at the end of each daily period of instruction.

The complete curriculum of the college goes something like this: Mondays, refrigerators and



1 IDEAL CONDITIONS. Students at the G-E school learn in an air-conditioned, noise-proof schoolroom. They work in small groups, are free from interruptions, spend their full time at the school.

General Electric Appliances, Inc., of Tampa, Fla., provides better salesmen and saves money and time for its dealers because its sales training school operates as an educational institution—offering uninterrupted courses, an established curriculum, real examinations, and a worthwhile diploma

home freezers; Tuesdays, ranges and water heaters; Wednesdays, home laundries; Thursdays, complete kitchens and other lines that have not been covered; Fridays, salesmanship and examinations. The appliances used in instruction are all operating models, installed in a specially designed classroom.

The student not only takes notes and hears lectures, but actually participates in laboratory classroom work such as washing clothes, freezing foods, ironing, drying and, on Tuesday evening, he is expected to cook his own supper. The courses include the showing of new appliance films, prepared material, quizzes, open question and answer forums, menu preparations, demonstrations and tips on selling aids.

There is no charge for attendance at the school and necessary books and papers are provided free to the students. However, travel and living expenses are borne by the retail dealer or the salesman he sends to the college. The diploma which the student has won at the completion of the course is not given directly to him, but the director of the school sends a letter to the dealer recommending that the student be granted a diploma

and requesting the dealer's confirmation of such recommendation, based on the student's performance as a salesman after his return to work. This procedure is followed in order to give the dealer an opportunity to check up on the effectiveness of the college, and to eliminate floaters and "short term" employees.

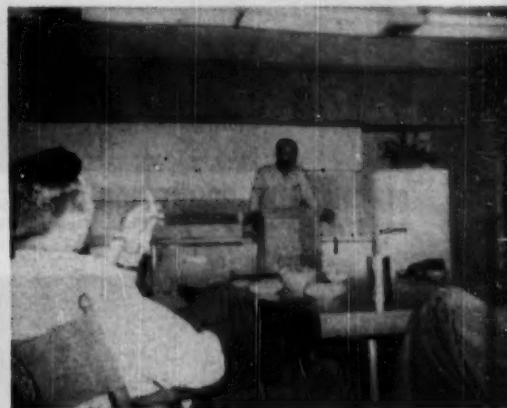
Dealers have accepted the college heartily. From the stack of testimonial letters from retailers and their salesmen in the files of Mr. Christie and Mr. Weathers, dealers are saying that the effect of the college is first, to properly train their retail salesmen; second, to remove one of their time-consuming jobs—valuable weeks and months spent in such training efforts, and third, to save them money in such training of salesmen.

The college has proved such a success, according to Mr. Christie, that plans are already made for adding new classrooms, courses and instructors. G-E's inauguration of such a school could conceivably lead to degree courses in appliance selling at regular universities. Meanwhile, it is producing men well-grounded in salesmanship, equipped to make better livings for themselves and more sales for their dealers.

End



2 THOROUGH PRODUCT TRAINING. The flat plate ironer is demonstrated, then taken apart and examined. Much of the course consists of these laboratory periods.



3 EXPERT TEACHERS. The G-E curriculum includes lectures by guest experts like W. C. Lanham, sales manager, as well as by the regular faculty.



4 ACTUAL WORK. Laboratory assignments include preparation of a complete meal. Students get help and advice from the school's expert staff.

5 STUDENT PARTICIPATION. Students are encouraged to both ask and answer questions during classroom sessions, so no points are missed.





DISTRIBUTOR PROMOTION brings brand names into the T-Day picture, makes public set conscious. Thompson-Holmes sponsored above theatre stage show as hour-long plug for Philco dealers on San Francisco's T-Day for KGO-TV.



INDUSTRY-WIDE PROMOTION is necessary to get public's full attention on T-Day. Industry-sponsored ceremonies, handled through Chamber of Commerce, featured Mayor Knox, center, at T-Day for San Diego's KFMB-TV.

Making the most of T-DAY

Television comes to each town but once. That day, T-Day, is the climax for concentrated and cooperative promotions which take advantage of the public's great initial interest and which mean future sales to dealers and distributors

SO television is coming to your town?

T-Day will be an important day in your business life, whether you are a retailer or a distributor. It will be the opening of a market that will give you a chance to earn your share of the billions of dollars in television set sales that are now a certainty during the next decade.

But, is the advent of regular television programs going to be something that sneaks in unheralded to replace the test patterns on your floor models? Or is it going to be an event that shakes the area with its importance, that makes every man, woman and child television conscious, that makes the arrival equal in importance to the return of a conquering hero or the personal appearance of a Hollywood star or an international political figure, that registers television so firmly and favorably with every potential buyer in the community that thousands

of families check their bank balance, their credit standing, and measure the living room to plan space for a receiver? Television programs, by themselves, cannot do that work alone. The record in the cities where television has been established show that only a coordinated program involving special effort by telecasters, manufacturers, distributors and retailers, can make the most of T-Day.

Who can best handle the planning of T-Day promotion must depend on the city involved—in various areas it has been handled by the local electrical association, in others by committees organized specifically for this purpose. Where there is no local association which is sufficiently active and well-established to procure cooperation and to institute action, experience has shown that a committee composed of representatives of the TV station, manufacturers' representatives, set distributors, retailers, and the chamber of

commerce is an effective group to plan and execute a successful and profitable T-Day program. This committee's job is to capture and hold the public's interest, leaving to the distributors the job of promoting brands, and to the dealers the responsibility of establishing the personal contact at store level as a basis for long range selling.

T-Day Committee

The major jobs of the T-Day Committee are: 1. To make a community event of the arrival of television; and, 2. To co-ordinate the promotional activities of cooperating dealers, distributors and the television station. And of these two jobs, the "community event" is the most important. By proper organization, and approach, this committee can enlist the cooperation of many influential groups which would shun activity that touched on the "commercial". Those people instrumental in organizing the committee

can and must use the same tactics that are so successful in the development of charity and fund-raising campaigns—make the top officers the big names and influential citizens of the community, and then put into the operating offices men from the industry who know what to do. One of the most successful T-Day opening ceremonies this year was organized by representatives of the local electrical association, manufacturers' reps, distributors and dealers, with the total costs underwritten by TV manufacturers. It was presented as a package to the local chamber of commerce which took over at the point where the public and the newspapers were notified and the invitations were mailed to local, county and state officials. The "lack of commercialism" brought the cooperation of such a group of big names that the premiere had every appearance of being a "who's who".

The T-Day Committee that misses



PROGRAM PROMOTION by the TV station, with special events, draws public's attention to wide variety of entertainment television will offer. Banquet of 400 civic and industry notables, with special entertainment, was a remote telecast on San Diego's T-Day.

a tie-up with the local newspapers, is missing a bet. Most likely, the space sales staffs of the newspapers will be among the early visitors to the committee, ready with ideas and cooperation resulting from their anticipation of television set advertising. Few cities now enjoying television missed having special sections—cities with more than one station have usually had a special newspaper section each time a station opened. When KFMB-TV went on the air in San Diego, an 18-page special section of the morning *Union*, another of the same size in the evening *Tribune*, and a smaller section in the *Journal* were devoted solely to the event. Two-thirds of the special sections were advertising by dealers, distributors and manufacturers, the other third was special feature copy on the television industry, programming, station construction, personalities, and the spot news of the city's television premiere ceremonies. No newspaper-reading family in the San Diego television market area could miss the concentrated effect of this promotion. The only stumbling block a T-Day committee may encounter is the opening of a television station owned by or affiliated with a local newspaper. While the committee can expect extra T-Day promotion from the interested newspaper, competing newspapers may be less anxious to cooperate.

Show a Well-Rounded Program

The extent to which a T-Day Committee will be able to participate in, or influence, the programming for the opening day will always be determined at local level and will be dependent on the strength of the committee and its ability to procure or produce satisfactory programs. To the committee and to the station, a one- or two-hour official ceremony with important personalities can be the crowning point on opening day—but by its own importance it can ruin the potential sale of

thousands of TV sets. Look at these figures, quoted from newspapers: "50,000 May View Preview of San Diego Television"; "100,000 To See TV on First Day in LA". Not for years, probably, will local television have so many viewers at one time as on the opening day as a result of the novelty and the publicity, and at no time will it be more important to present a well-rounded program. San Diego demonstrated an attempt to present a varied program that would be an example of the variety of home entertainment a local TV station would offer. Following the opening ceremonies at which Mayor Knox threw the switch at a banquet where 400 local county and state civic, business and movie personalities were present, the program continued with a Hollywood master of ceremonies presenting a variety show of radio and television personalities offering music and comedy. No viewer at distant screens could help but visualize the entertainment that would come to him over television in his home. The last hour of the evening's program was the kinescope recording of the Fred Waring network show that presented not only the type of family entertainment for which the program is famous, but was used to show the viewers that national network shows would be available over a local TV station. Local observers have stated that the opening program would have been more effective had the ceremonies been handled at an earlier hour, with added programs including tele-newsreel and the final period of a local sports event, to broaden the interest.

The Distributor on T-Day

As much as he hates to be called by the term, the television set distributor is definitely a "middle-man" in T-Day promotions. But as such he holds an extremely important position. Not only must he be an active member of the T-Day Committee, contributing financially to its operations, but he must



DEALER PROMOTION in the store and in the window makes the final and important contact with potential television set buyers. Crowds above can be seen on the floor and in front of the store of Harrington's, San Diego.

be an effective liaison man between the set manufacturer and the dealers, and between the T-Day Committee and the dealers. With him starts the first use of brand names. In most cities, the distributors have been advertising their brand of receivers for several weeks before T-Day, but always turn to full-scale advertising and promotion for the big event. Standard practice, and always effective, has been the use of large space in the newspapers to show their full line and to list the dealers where the line may be seen. Included in this space, or in additional space, distributors have found it profitable to feature the T-Day television program, with an invitation to the public to witness the program at any one of the dealers "listed below".

Through his field salesmen, the distributor has the pre-T-Day job of preparing his dealers for the big event. Making sure that the dealer has all the promotional material offered by the

distributor, by the T-Day Committee, and by the television station, and that he takes the time to put this promotional material to work, is a must for the distributors' salesmen. So is work on the dealer's floor and in his windows, where displays of television receivers must be arranged, not for normal viewing and selling, but for the anticipated large crowds that the T-Day program will bring. Of course, the distributors' training of their dealers and dealers' salesmen in television selling and display, and the training of servicemen, is a part of long-range television set sales and is assumed here to have been completed before T-Day.

The Dealer on T-Day

The best imagination and foresight would be needed to envision an event other than T-Day which offers the television set retailer a better opportunity to procure live prospects and to

(Continued on page 192)

PROMOTIONS...



MAIN ST. WASHLINE was one of Home Improvement Co.'s successful and eye-catching promotions. Shoppers from 30-mile trading area had to see it.

The promotions young Bob Schaefer uses in little Cullman, Ala., range from cooking schools to Main St. clothesline and refrigerators under water, and pile up a \$350,000 annual gross

THE telephone rang for the twentieth time and Bob Schaefer answered it.

"Listen, Mr. Schaefer," said a giggling voice, "your clothes have got tattle-tale gray!"

But Bob Schaefer wasn't the least bit annoyed. In fact, he loved it. For the first time in the history of Cullman, Ala., a full rigged clothesline holding a variety of garments ranging from panties to work shirts was stretched

right across one of the city's main streets. Anybody who came into the downtown area that day was sure to see it; and they were just as sure to see the big sign on the clothesline which read: "Free Maytag washer to be given away. Register now!"

It is just such advertising and promotional stunts which have made Bob Schaefer, owner of the Home Improvement Co., in Cullman, an outstanding success in the appliance sell-

ing field. In a town of 5,000 population, with a 30-mile trading radius, Mr. Schaefer does an annual sales business of more than \$350,000.

Submerged Refrigerator

A canny sense of promotion is one of the first and best Schaefer attributes. He has staged some humdingers, too. For example, there was the time he installed a glass tank in his show win-

SUBMERGED refrigerator unit, one of most successful stunts, drew traffic. Home economist Ann Fehler explains it.

DRUG STORE TIE-IN brought Schaefer (right) some plus business. Washer was displayed in new drug store, given away at opening. Miss Fehler listed prospects.

WAREHOUSE OPENING provided vehicle for freezer campaign. For month prior to opening salesmen and ads plugged freezers. Hundreds attended opening ceremonies.



...GET THE CROWDS

By
A. B. WINDHAM



THE CROWDS that gather at the Home Improvement Co. are brought there by well-planned promotions. This one collected in the hope of winning a washer.

dow and placed a refrigerator unit in it. The tank was filled with water and the refrigerator put in operation. A sign on the window told a steady and goggle-eyed group of passersby: "We know you don't want a refrigerator to run under water but you do want one to have—" and there appeared a list of features containing all the assets of the machine.

"We didn't know whether it would work or not," Mr. Schaefer explains,

"but it was one of the best advertising stunts we ever pulled."

Drug Store Tie-in

The Home Improvement Co. doesn't miss a bet for promotional tie-ins. When a new Walgreen drug store opened on a nearby corner last year, Mr. Schaefer sold them a Maytag washer at cost, to be given away on Saturday night of the three-day open-

ing. The washer was placed on display at the drug store and the Schaefer home economist took up her station by it to answer all questions and help fill out cards. The drug store packed the traffic in and Mr. Schaefer got a washer prospect list that brought sales.

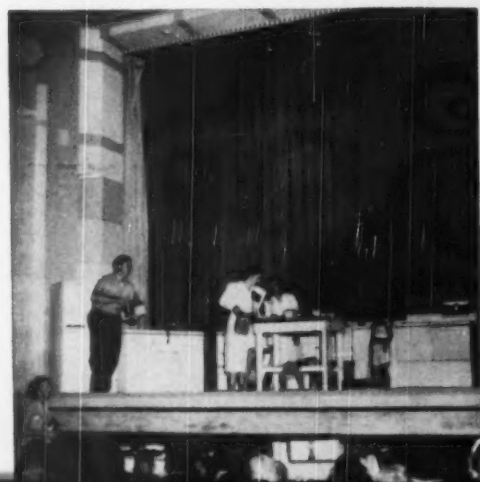
Warehouse Opening

Even regular campaigns on various appliances become major events with

the Schaefer organization. When the firm opened a new warehouse, it was done to the accompaniment of a gigantic home freezer campaign. Home Improvement Co. ads appeared on theater screens, on spot announcements over radio and in large newspaper ads. Banners were placed on the company's trucks and salesmen were told to go out after home freezer buyers exclusively. When the ware-

(Continued on page 206)

COOKING SCHOOLS are still the best of all promotions," says Schaefer. This one lasted two days, attracted 1,000 housewives, sold 34 electric ranges immediately.



GOOD DISPLAYS are an integral part of Schaefer \$400-a-month advertising budget. Leldon McCoy (center), company display man, wins national prize for excellence.



CUSTOMER salesmen get \$5 commission for finding prospects like this man, who bought a water softener.





TOP DEEFPREEZE DISTRIBUTOR in the nation during 1947-48, J. A. Walsh (second from left), receives recognition from G. H. "Rock" Smith (left), then Deepfreeze vice-president. J. W. Derr (second from right), sales manager, receives a similar plaque from F. F. Duggan (right), of Deepfreeze.



EXPERIMENTING in her streamlined kitchen, Mrs. Holdridge continually works at testing new packaging methods or at finding the answers to the many questions on freezing which her readers and listeners propound to her. She receives an average of 12 to 15 telephone calls a day.

Selling Dealers on Freezer Demonstrations

To get freezers into consumers' homes the home economist for J. A. Walsh & Co., Houston, first had to sell dealers on the value of demonstrations. Now Walsh is a top Deepfreeze distributor

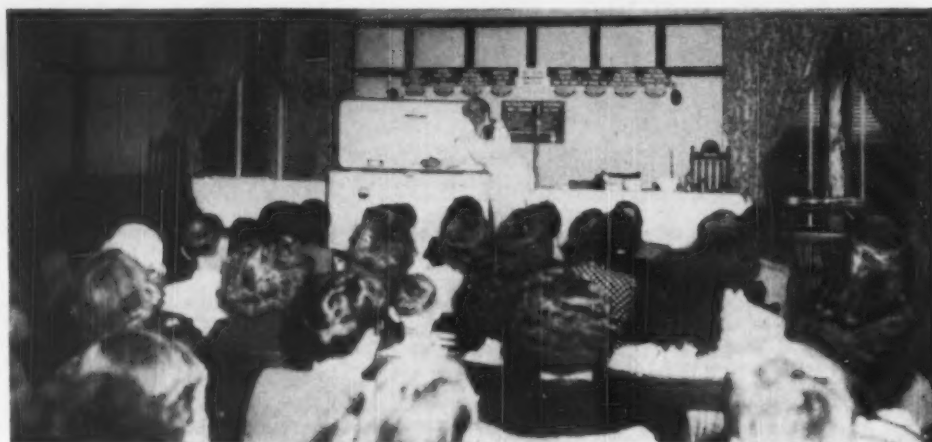
THE Southwest hadn't seen anything like it in years. Here was an appliance distributing firm which not only helped dealers in 38 East Texas counties to ring up tremendous sales but actually turned the trick by concentrating on one appliance alone—the home freezer.

For 10 years, the name of J. A. Walsh & Co., of Houston, Tex., has been synonymous with that of Deepfreeze and, during this decade, has ranked right around the top among Deepfreeze distributors. From July, 1947, through June, 1948, the Walsh firm ranked No. 1 in the nation-wide organization of distributors of that product. Walsh & Co. worked out a system and stuck to it.

"One word explains the system," says J. A. Walsh, president of the firm. "That word is—demonstration. To sell home freezers you've got to sell the housewife the story of food savings, convenience and economy made possible by owning a freezer. Demonstration is the best method of telling that story."

Mr. Walsh isn't talking about a polite explanation of the working qualities of a freezer, given at the request of a prospective customer. He means taking the freezer right into the realm of the buying public and

(Continued on page 196)



A SPECIALIST IN ACTION is Mrs. Rita Holdridge, shown here explaining the qualities of a Deepfreeze to group of housewives in a dealer's showroom at Port Arthur, Texas. The Walsh home economist holds scores of such meetings every year.



SALESMEN AND REPAIRMEN get a thorough briefing on the qualities of the Deepfreeze as officials of the firm take turns at speaking during one of their frequent sales meetings. The art of demonstration is stressed at all times.

How to Ruin a Freezer



It's easy—when most people don't defrost at all and those that do use everything from blow-torches to wire brushes. A recent survey shows a need for public education to counteract practices that may damage the reputations of both dealers and makers

By NANCY K. MASTERMAN
Research Associate, School of Nutrition
Cornell University

A SEARCH through 37 bulletins and leaflets prepared by freezer manufacturers for homemakers' use shows that less than one-half of them (40 percent) contain information about defrosting a freezer. Of 108 publications of state colleges and experiment stations giving general directions for freezing, only five of them mention defrosting. And a survey of 682 homes with freezers in Tompkins County, New York, plainly shows a need for specific information about when and how to defrost freezers.

Fewer than one-half of the freezer users in this study (48 percent) had defrosted the freezer. All freezers had been in operation more than a year. Of the families that had defrosted the freezer, 69 percent had defrosted it once. Nineteen percent had defrosted

it twice and nine percent had defrosted the unit three or more times. An assumption that smaller freezers would receive more frequent defrosting than larger ones because of less work involved might appear logical. However, there was no relationship between the size of the freezer and the number of times it had been defrosted.

Certainly most freezers needed defrosting long before they were defrosted. Many users were not aware of a defrosting problem or even that defrosting should be done at all. Some had an idea that the more the frost built up, the colder the freezer became. Some thought that the presence of frost indicated that the freezer was working properly. One user's question, "Why does this box make so much frost?" was answered when the interviewer looked into the freezer and found forty pounds of frozen fish.

One homemaker said, "We put the freezer in the kitchen so we can open it as often as we like. We want it to

be a joy instead of a sacred piece of equipment." She continued proudly, "We use it as we please; we do not follow rules." Yet she complained that there was so much frost in the freezer she did not think it could be a very good one.

Few homemakers were bothered by the frost collection around the doors or on the breaker strip. At least it was rarely removed. An adjustment of the hinge or latch would have prevented the formation of ice in many cases. Yet it was allowed to remain and the greater the collection, the more rapidly it grew. Keeping the frost wiped off as it formed instead of allowing it to collect would protect gaskets from deterioration and prevent increased cold losses.

Defrosting With a Blowtorch

The methods of defrosting, the tools used, and the attempts of those who did try to get rid of the frost in the freezer fall into three classes; the

harmless, the harmful, and the approved. Another class might be added, the amusing, though there is nothing amusing about the chore of defrosting a freezer, as anyone who has ever attempted it can affirm. Some thirty or more different objects or devices were used. They varied from a blowtorch to a combination of the New York Times and a Fuller Brush.

Eying an enumeration of these implements of defrosting, a manufacturer of freezers should ask himself, "Would I want my equipment treated like this? Into what class does the method fall as far as my freezer is concerned?"

About one hundred families had defrosted their freezers by using pans of hot water. Some users poured boiling water into the freezer. Others used warm, wet cloths on the plates or sides. Heat from many sources other than the blow torch was applied: by electric heater, by infra-red heat lamp, by hair dryer, by 100-watt student lamp.

(Continued on page 210)



Dear Betty Crocker:

I never thought I'd write you a love letter ...

Not so long ago you were only a name to me—a friend of my wife who helped with the cooking.

It was shortly after the war that I really began to appreciate you. I had just opened my own appliance store. Like most other vets I was having plenty of headaches trying to get started with good quality merchandise. Then you came along with your Tru-Heat Iron.

Here was the first truly modern post-war iron. Here was an iron that offered my customers honest-to-goodness improvements that really meant something to them—the tapered heel, the safety-side rest, Tru-Heat Control. That's when I began to see with my own eyes the terrific power you have over women. All I had to do was say to a customer: "Here's that new iron sponsored by Betty Crocker." The rest is history.

Next, you matched your Tru-Heat Iron with that unique companion piece, the Steam Ironing Attachment. With this one simple, low-cost invention you gave my

customers a brilliant new answer to all their ironing and pressing needs.

Today I have re-ordered that latest addition to your family of appliances—the stunning new General Mills Automatic Toaster. I can well understand why there may be some delay at the factory in getting this order filled. For women tell me (and so do my sales slips) that this toaster measures up in every way to the true Betty Crocker tradition. Need more be said?

Now may I make a confession? Five years ago when they told me you were going into the home appliance business I laughed right out loud. But my wife said: "Mark my words—you let Betty Crocker go to work in your store and pretty soon you'll be telling her how much you love her, just like we women do." She was right.

PS—Please don't tell my wife about this letter.

Jim—

General Mills Home Appliances

SPONSORED BY *Betty Crocker*



Betty Crocker is a trade name of General Mills



MAKING HIS FIRST CALL of the day, a P. K. Smith Co. salesman awakens the housewife's interest with a description of the labor-saving qualities of a refrigerator defroster, offers a free demonstration, which . . .



GETS HIM INSIDE the house. Connecting the defroster to the refrigerator gives him a chance to talk to the housewife and make a survey of her appliance needs. Whether he sells the defroster or not, he still . . .



GETS A CHANCE to talk to his prospect about major items. One defroster sale will pay his day's gas and lunch expenses. Even if customer buys nothing, salesman has established contact, can followup later.

OPENING DOORS With Defrosters

Refrigerator defrosters not only open the doors of prospects' homes to the salesmen of the P. K. Smith Co., St. Petersburg, Fla., but also return enough profit in themselves to make the calls worthwhile



MASTER MIND behind the defroster door-opener is M. B. Wooley, appliance department manager for the store, who found the inexpensive gadget he needed.

SELLING refrigerators and ranges isn't so easy any more, claims M. B. Wooley, appliance department manager for P. K. Smith and Co., of St. Petersburg, Fla. A couple of years ago, says he, you picked up the phone, told the customer her refrigerator or range had arrived and to come and get it. Today, you go out and sell 'em.

Wooley and his sales staff of seven were ready for the change with new ideas in selling. He believes, for example, that successful door openers make successful salesmen. Among the ideas Mr. Wooley has instituted is an unusually effective one, designed to bring his salesmen into contact with almost every home owner in St. Petersburg, and to equip them with sales ammunition when such contacts are made.

This idea involved a combination of service, selling and customer appeal, based on the use of an inexpensive gadget which proved to be just the right entering wedge for an aggressive salesman. So successful has the plan been that today it is standard for the firm's salesmen.

"Frankly, prospects are hard to find," says Mr. Wooley, "and when you find them, you don't always sell

them. So we bent our efforts on obtaining an inexpensive door-opener—something which gets our salesman into a prospective buyer's home and gives him a chance to see what appliances are most needed. The gadget which filled the bill was a low-cost refrigerator defroster. Every morning when the four outside salesmen of our organization start out on their round of daily canvassing, they carry in their hands one of the defrosters. It has proved an excellent business getter since it is natural for the housewife to dislike the job of defrosting her refrigerator. Because it lessens her job, it makes friends for us and sells plenty of appliances."

Simple Sales Approach

The sales approach used by representatives of the Smith firm is a simple one. The housewife who answers the door sees a smiling salesman with a gleaming white defroster displayed prominently in his hand. He courteously introduces himself and explains that he would like to demonstrate how a refrigerator may be defrosted without effort or bother. If the housewife likes the action of the defroster, she may purchase it outright from the salesmen—the price is \$9.95—but she

is under no obligation at all for the demonstration.

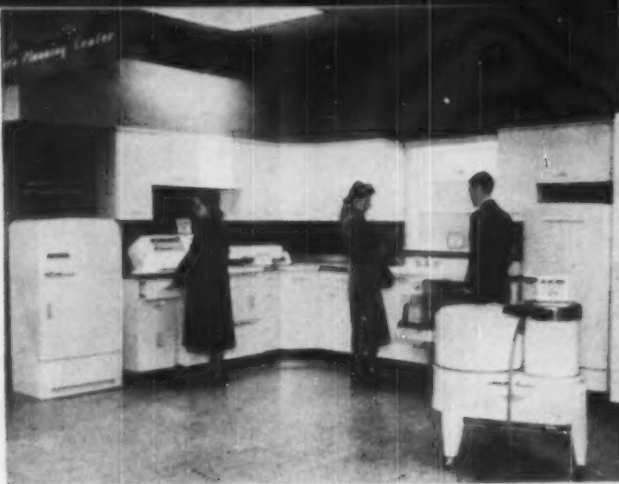
The profits on the defroster are not large, either for the firm or for the salesman, who is allotted a small commission on each one which he sells. But the success registered by the gadget as a door-opener has been unusual, according to Mr. Wooley, who says the eventual aim of the company is to call on every home owner in the city. The prospect list gained from salesmen's original contacts, he says, has brought more sales to the firm.

"Every man in the organization sells at least one defroster a day," Mr. Wooley says. "The major goal, of course, is to build his list of prospects for appliances, but one direct and very practical result is that by selling a defroster every day, the salesman makes his gas and lunch expenses."

Each salesman is required himself to install the defroster he sells, Mr. Wooley explains, because this gains him access to the kitchen, gives him a chance to talk to the housewife about other equipment, and an opportunity to size up her needs in the appliance line. He is thus enabled to talk to her intelligently about space, kitchen requirements and possible purchase of major kitchen equipment. **End**



WIDE CHOICE of brands and models available at Macy's enables the store to set up long rows of appliances. These winding display lines catch eyes of shoppers in other departments on the floor and give a panoramic impression of store's stock.



REFRIGERATOR in this model kitchen—one of two in the department—carries a clover-leaf sign identifying it as a member of Club 100, a group of 100 nationally known brand names featured in the store's advertising.

Macy's Comes to Kansas City

Macy's has moved in on Kansas City and retailers in that Missouri city are already feeling the impact of a new and resourceful competitor. The New York firm purchased the former John Taylor store in 1948; between that time and the formal opening of Macy's in the fall of 1949 the store was enlarged by 150 percent and redesigned

at a cost of over seven million dollars. The result: a 55-department showcase of modern merchandising techniques. Well aware of the new competition are the city's appliance and radio retailers; Macy's devoted a complete wing—7,000 square feet—to its well designed and functionally laid out Home Appliance Center.



FIVE STUDIOS are devoted to the display of television sets. Four of the glassed-in cubicles house specific brands while the fifth (above) shows models by several manufacturers. Walls can be removed to provide a single big display room.



DOUBLE-FACED showcases for small portable radios open into both the record shop and the home appliance sales area. Plastic-topped counters are also used in this area for displaying table model radios.

RECORD SHOP for the appliance department is located on major traffic artery leading to the ladies' lounge. Self-service racks hold 88 discs in subdivisions of 22—the top 22 "pop" tunes, the top 22 westerns, etc. Shop has five "pennant" listening posts.

APPLIANCE DEPARTMENT has its own demonstrators but often calls on manufacturers' home economists to stage programs. Salesmen are stationed on floor to watch faces of women in the audience and provide literature when a woman appears to be interested.

APPLIANCE BUYER Oscar Olson checks tear sheets of the store's appliance ads. Many of the ads plug the 100 famous brands making up the store's Club 100. Close-outs of discontinued appliances are heavily advertised when such merchandise is available.



By LEO T. PARKER

Attorney At Law

A reader recently wrote me to ask this question: "Eight months ago I signed a contract with a manufacturer to act as exclusive distributor of his electrical products in this territory covering eight counties. The contract stated that either of us could cancel the contract at any time. I spent much money and time during the past eight months in developing this territory and purchased quite a stock of appliances. A few days ago the manufacturer notified me that my contract is cancelled. Do I have any recourse?"

The answer is: The manufacturer cannot cancel the contract unless he pays this distributor a sum of money which the jury may decide he reasonably deserves.

See the leading case of Bendix Home Appliances, Inc. versus Radio Accessories Co., 129 F. (2d) 177. The court said:

"Where the unrestricted right of cancellation is reserved to one or both parties, contracts are binding only to the extent that they have been performed."

In other words, where nothing has been done by either party to obligate the other party, either party may cancel a contract at any time and exactly in accordance with the terms of the contract.

Canceler Can Be Liable

On the other hand, the contract cannot be cancelled without liability on the part of the manufacturer if the testimony shows that the distributor acted in good faith, and expended time and money in developing the manufacturer's business, despite the fact that the contract clearly and plainly gives the manufacturer the right at any time to cancel it.

For example, in Fargo Glass & Paint Co. versus Globe American Corp., 161 Fed. (2d) 811, the testimony showed facts, as follows: A manufacturer and a distributor signed a written contract which clearly specified that the contract could be cancelled at any time by either party.

The preamble to the contract said that the distributor was to sell the manufactured appliances in a designated territory to which the distributor was to confine his selling efforts exclusively. The contract further specified the annual quota for the territory. The distributor immediately ordered out and paid for one-half the specified quota, and then proceeded to spend his time, effort and money to sell the manufacturer's products. Within a few months the distributor gave the manufacturer an order for the entire yearly quota. Soon afterward the manufacturer cancelled the distributor's contract. The distributor sued the manufacturer for damages alleging that it had no right to cancel the contract, notwithstanding the clause which gave either party the right to cancel it at any time.

Can You Sell It To The Judge?

Can a manufacturer always cancel one of those "cancellable-at-any-time" contracts? If you deliver a new washer and the buyer's house burns down before the washer is installed, who takes the loss? Is it an infringement of trademark rights if the name of your store is the same as another? Answers to these — and other — legal questions may save you headaches and money

This court held in favor of the distributor and said that where a distributor has in good faith incurred expense and devoted time and labor to the agency without having had sufficient opportunity to recoup, he is entitled to damages or compensation from the manufacturer. The court said:

"All we intend to say is that the contract and the approval by the defendant (manufacturer) of the acts performed by the plaintiff (distributor) including the obtaining of the 2,500 sales orders, and the cancellation of the contract before the plaintiff had a chance to recoup any of the expenses incurred and laid out, were facts sufficient to withstand the motion . . . They showed that the plaintiff (distributor) was entitled to some relief."

Trademark Not Exclusive

All higher courts agree that where trademarks are merely suggestive or descriptive they are "weak marks" affording protection to the owners only in the narrow and restricted field in which they have been applied. Hence the same trademark may be adopted and used by other manufacturers on merchandise in different classifications.

For example, in Majestic Manufacturing Co. versus Majestic Electric Appliance Co., 172, Fed. (2d) 862, the testimony showed facts, as follows: The Majestic Manufacturing Co. for

more than 50 years has manufactured under the trademark "Majestic" coal and gas stoves and ranges. It also manufactured electric plates. The Majestic Electric Appliance Co., Inc., manufactures and sells electric irons and toasters on which it adopted the trademark "Majestic".

The Majestic Manufacturing Co. sued the Majestic Electric Appliance Co., Inc., for trademark infringement and unfair competition. The higher court refused to hold that infringement existed, and said:

"There is no specific competition between the parties, and the trademark is not original, arbitrary or fanciful and so a 'strong mark' . . . We note that there was no proof of any confusion in the minds of customers as to the source of the products of the respective parties nor to develop a secondary meaning for the term 'Majestic' as indicating appliances produced by the appellant (Majestic Manufacturing Co.)."

Carrier Is Liable

Modern higher courts consistently hold that a common carrier of electrical merchandise is liable for loss of goods in transit, unless the carrier can prove that the loss was attributable to an act of God, the public enemy, the fault of the shipper, or inherent defect in the goods.

For example, in American versus Garner, 47 S. E. (2d) 854, certain merchandise was stolen while in transit. The higher court held the carrier liable, saying:

"That the loss of the goods was due to robbery on the part of unknown persons does not relieve the carrier."

Contractor Must Bear Loss

Considerable discussion has arisen from time to time over this legal question: If an electrical contractor contracts to furnish materials and labor for performance of an installation contract, who must bear the loss if the materials are destroyed or stolen after being accepted for safe keeping by the property owner? The answer is: The contractor must suffer the loss.

For example, in Kopald Electric Co. versus Mandan Creamery & Produce Co., 37 N. W. (2d) 253, the testimony showed facts, as follows: An electrical contractor took a contract to install certain electrical appliances, under which labor was to be billed at union scale per hour and the materials and appliances to the property owner intending to make the installation within a day or so. That night a fire destroyed the building, including the contractor's materials and appliances.

In subsequent litigation the higher court held that the contractor must bear the loss, although the property owner had accepted delivery of the materials and appliances which were left in his care. The court said:

"When the contractor is to furnish the materials and labor for the performance of a contract requiring erection or installation on the land of the owner, the materials generally remain the property of the contractor until they are affixed to the land of the owner."

Fraudulent Test Voids Sale

Recently a higher court held that a purchaser need not pay for air conditioning equipment where the testimony showed that in order to make the equipment function according to the guarantee given by the seller, the latter placed one thermometer on the floor and another outside where there was no free circulation of air.

See Super-Cold Southwest Co. versus Corsicana, 219 S.W. (2d) 569. Here a contractor and the First Baptist Church entered into a written contract whereby the contractor agreed to install air conditioning equipment in the church for \$8,500.00. The contractor guaranteed that the air conditioning equipment would lower the temperature within the church 15 degrees below the temperature in the shade outside of the church. The church officials were not satisfied with the equipment. Later the contractor made a test to prove that the equipment complied with his guarantee. The contractor placed one thermometer on the floor of church, and another on the outside in the shade where there was no free circulation of air.

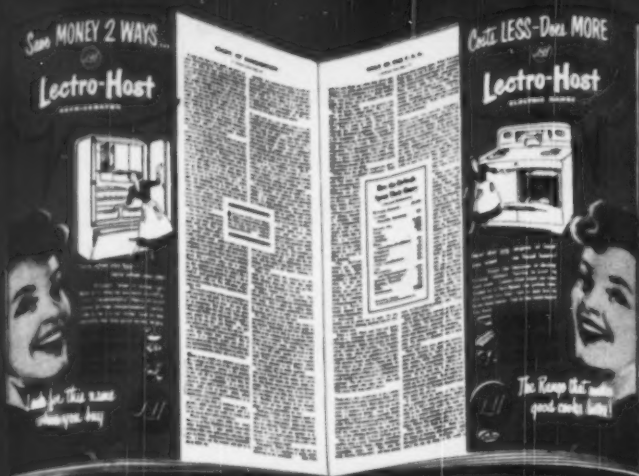
The higher court refused to order the church to pay for the air conditioning equipment and said:

(Continued on page 202)

THIRD OF SERIES

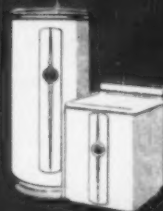
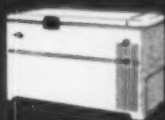
This review of recent court decisions by Attorney Parker is the third of a series. *Have You Got a Case?* appeared in December, 1948, and *Is It Legal?* in October, 1949.

Here's how to **PLAN PROFITS 2-ways** with **Lectro-Host** in 1950



**10 Ads Like These in LADIES' HOME JOURNAL
reaching 16,000,000 people**

and, in addition, SATURDAY EVENING POST reaching 16,000,000 people,
SUNSET reaching 450,000 people, Plus Many Merchandising Aids for You



To sell the most - stock Lectro-Host



IN a world in which household equipment competes with automobiles for its share of the consumer's dollar, the appliance industry is becoming aware that it must pull together to win its quota of the public's spending money.

Three methods have already been used:

1. Big space plugging by utilities, such as that done by Union Electric in St. Louis; right now this sort of thing is languishing.

2. Big advertising allotments given by manufacturers to department stores with the idea that department store hammering helps dealers throughout the market area.

3. The plan originated by the Chicago Tribune of special sections of the newspaper for every neighborhood in the city, plus manufacturer tie-ups that permit little dealers to get their names in print in big space copy at very low cost to themselves.

Minneapolis Discovers a Fourth Way

This last year North Central Electrical Industries, Inc., the hotshot association of the Twin Cities, produced a fourth kind of mass effect through timing.

"Electrical equipment people can do the best job for themselves by promoting the same thing at the same time," declared Al Kessler, executive secretary. "With every retail outlet blossoming out in the newspapers and on the radio and promoting the same thing, a smash effect can be achieved that makes the public think that this type of equipment is in season, and that they had better get busy and buy."

In short, Mr. Kessler believes that the "everybody's doin' it" theme induces people to act.

Up to last year, many Minnesota dealers popped loose with their promotions at any time they felt like it. There was no seasonal pattern.

The Association queried everybody in the business, both retailers and wholesalers, on what time of the year they felt promotions would result in the most sales of particular items. From the 125 answers, carefully worked out, it was decided that these were the best times for the promotions:

1. July—food freezers
2. August—food freezers
3. September—store lighting, radio and television
4. October—residential lighting, home laundry equipment
5. November—electric bed covers, residential lighting
6. December—electrical gifts, outdoor Christmas lighting
7. January—office lighting, sales training
8. February—industrial lighting, sales training
9. March—rural electrical equipment, school lighting
10. April—all-electric kitchens, electric water heaters
11. May—all-electric kitchens, electric cooking
12. June—home laundry equipment, comfort cooling

As an example of how this sort of joint campaign works, consider the (Continued on page 102)



IMPACT of individual dealer ads run on the same page, indicated by colored space, makes Minneapolis appliance advertising a strong competitor against automobiles and other products for the consumer's dollar.

JOINT ADS for IMPACT

125 dealers and distributors in Minneapolis agreed that July was the best month to promote freezers—so they all advertised at once, getting impact and sales. And they've got products scheduled for similar effort every month of the year

1949		1950	
JULY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Food Freezers	OCTOBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 Residential Lighting Home Laundry Equipment	JANUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Office Lighting Sales Training	APRIL 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 All-Electric Kitchen Electric Water Heaters
AUGUST 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Food Freezers	NOVEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Electric Bed Covers Residential Lighting	FEBRUARY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 Industrial Lighting Sales Training	MAY 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 All-Electric Kitchen Electric Cooking
SEPTEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Store Lighting Radio and Television	DECEMBER 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Give Electrical Gifts Outdoor Xmas Lighting	MARCH 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 Rural Electric Equipment School Lighting	JUNE 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 Home Laundry Equipment Comfort Cooling

PROMOTIONAL CALENDAR agreed upon by 125 dealers and distributors means that all dealers who want to push any given item will do it at the same time, thus boosting the power of their sales messages. Distributors make arrangements for manufacturers' advertising appropriations for the Twin Cities to be used in the promotional months.



PRICE is seldom mentioned in Oliver Brothers advertisements. This one, typical of the company's policy, places emphasis on nationally advertised brands and pride of ownership.

DETAILED and accurate advertising planning has been one of the greatest aids to the healthy growth of the Oliver Brothers, Oil City, Pa., appliance retailers. Increases in dollar volume, year after year, add up to a 155-percent jump between the years 1944 and 1948, or from \$108,052 to \$275,707.

Assuming the 1949 total sales figure to be some \$300,000, the advertising budget figure of three percent is applied against this sum to compute the year's promotional sum. Then 85 percent of this is laid aside for newspapers.

"We look upon advertising as a sales-producing force," reports Stephen Oliver, general manager, "which will enable us to reach a specified sales goal. Additionally, we look upon advertising as a sales promotion tool that must be most carefully planned for maximum results."

Budget by Quarters

For instance, once the annual newspaper investment is determined, it is distributed across the months of the year according to the availability and seasonability of merchandise. Thus the newspaper budget is divided on the basis of merchandise deliveries expected by quarters—say, 27 percent, 30 percent, 23 percent and 20 percent respectively. This makes for more detailed planning in each quarter. Such planning aims at three ends:

1. To tie-in closely with and follow-up promptly on advertisements scheduled for the local newspaper by the General Electric Co. (one of the principal lines of Oliver Brothers).

Oliver Brothers, Oil City, Pa., allocates advertising funds on a systematic basis, uses them to tie-in with national advertising, promote its own firm name and sell the right items at the right seasons



PLANNED ADVERTISING is more than just writing ads in advance, says Stephen Oliver. Sales messages are budgeted by quarters, and are specific in aim.

PLANNED ADVERTISING Gets PLANNED RESULTS

2. To promote Oliver Brothers as the "House of Brands."
3. To advertise the right item or group of items at the right time.

Emphasis on Tie-In Ads

Cooperative advertising is receiving increasing emphasis. The day after a manufacturer's ad appears in the local newspaper Oliver Brothers schedules an advertisement.

Such promotions are often repeated on three successive days, with interior store displays coordinated with ads.

Oliver Brothers looks toward seasonal advertising as becoming increasingly important with a freer flow of merchandise of all kinds. Therefore the firm is studying details of the seasonal sales of appliances and radios in Oil City and in the store itself. (See table on page 200.)

Table A is typical of the seasonal data available. The chart compares seasonal sales in the city and the store of refrigerators, radios, ranges, and washing machines. Admittedly, some of the figures are inconclusive, but Stephen Oliver has found similar charts invaluable in comparing his store's sales with corresponding sales in the entire market.

The chart, and others similar to it, are useful, too, in planning seasonal advertising. Such planning enables scheduling daily advertisements offering the right item or items at the right time. A better correlation between monthly sales and monthly advertising is achieved.

Prices are seldom mentioned in ads, nor has a storewide "sale" ever been
(Continued on page 200)



NO HALF-WAY measure is Oliver Brothers' use of the Welcome Wagon service. This new resident of Oil City, greeted by the Welcome Wagon, already has one gift and an invitation to the store, now gets a free electric coffee maker.



...to the Profit Possibilities of
the Full Line with the Patented

Sessions TRU-BEL ALARM

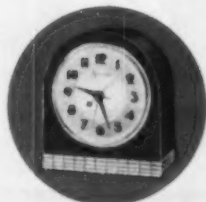
No. 451-A — "Cat-
napper" in ivory col-
ored plastic case, 7 $\frac{1}{8}$
x 4 $\frac{1}{2}$ " Retail \$4.95*

No. 451-AL — Same
with luminous hands
and numerals . . .
\$5.95*



No. 477-A — Semi-
Round Table in mah-
ogany wood colored
case with fluted base
... Retail \$7.95*

No. 477-AL — Same
with luminous hands
and numerals . . .
\$8.95*



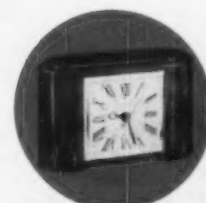
No. 478-A — Table
Model in mahogany
or maple finished
case, 7 $\frac{1}{2}$ x 4 $\frac{1}{2}$ " . . .
Retail \$8.95*



No. 480-A — Table
Model in mahogany
finish, silver colored
metal dial, 5 $\frac{1}{8}$ x
4 $\frac{1}{2}$ " . . .
Retail \$8.50*



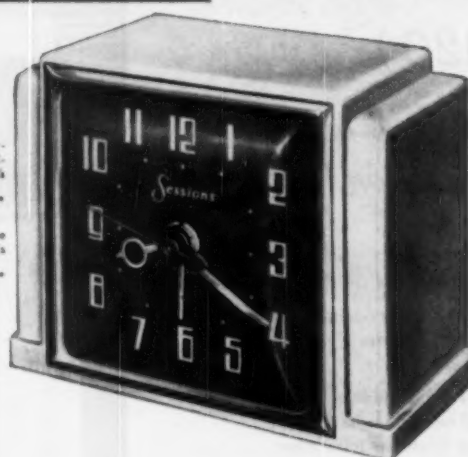
No. 479-A — Table
Model in mahogany
finish, silver colored
metal dial, 6 $\frac{1}{8}$ x
4 $\frac{1}{2}$ " . . .
Retail \$8.95*



*SLIGHTLY HIGHER IN FAR WEST. SUBJECT TO FEDERAL
TARIFFS. PROTECTED UNDER PATENT ACT.

No. 486-A — "Pussy-
Foot" in ivory col-
ored plastic case, 4 $\frac{1}{4}$
x 3 $\frac{1}{4}$ " . . .
Retail \$3.98*

No. 486-AL — Same
with luminous hands
and numerals . . .
\$4.95*



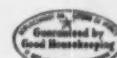
FEATURED CLOCKS in this line have been, without serious challenge, the
most popular electric alarm clocks of their kind in their time.

Now you can follow up this advantage by offering a full and complete line
with the same famous Sessions name, designed to suit virtually every cus-
tomer's preference. All are priced right. All have the famous, patented
Sessions "Tru-Bel" alarm — not a buzzer! Like all Sessions Clocks, they are
smooth-running, quiet and dependable . . . and generously advertised nation-
ally. Better check your stock and round it out now!

Sessions Clocks

SELF-STARTING • ELECTRIC

THE SESSIONS CLOCK COMPANY, FORESTVILLE, CONNECTICUT
In Chicago: The Merchandise Mart Plaza; In San Francisco: Western
Merchandise Mart; In Canada: Northern Electric Co., Ltd., Montreal, P. Q.



"NOT EVEN A PURR-R!"



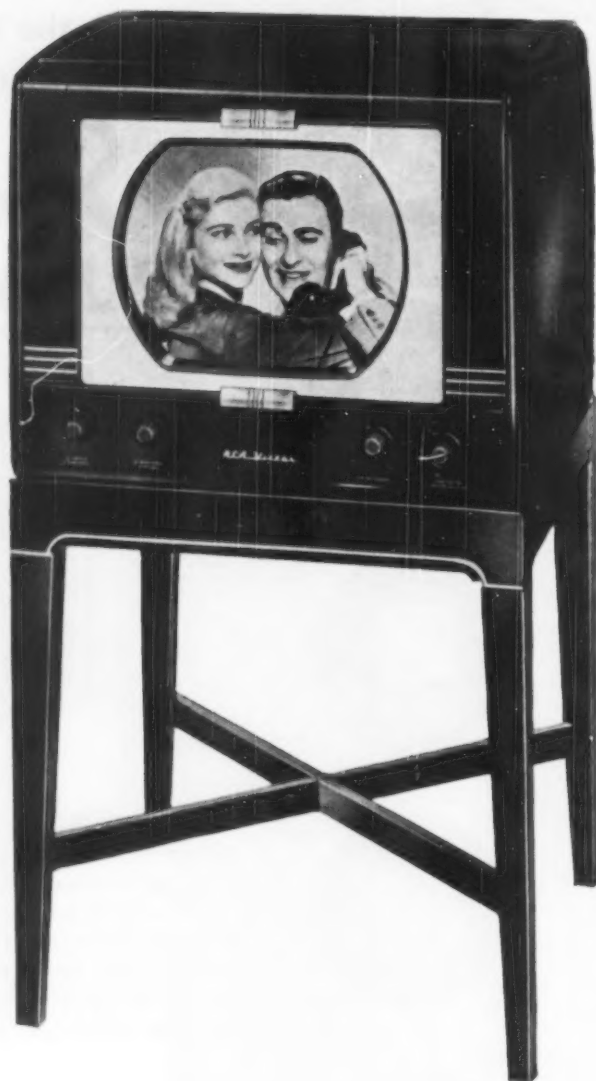
RCA VICTOR'S
new
TEL-ENSEMBLE
(model T120)

*"The newest 12½ inch
Deluxe Television!"*

Customers everywhere are exclaiming over this sensational new RCA Victor Eye Witness Television value.

Merchandise the Tel-Ensemble at your store and you'll cash in on its tremendous sales-appeal to all the folks who want 12½-inch RCA Victor television. What's more—you'll find it a money-making "sell-up" set that helps you move easily to higher priced sets when your prospect seems ready for a jump.

Remember—like all RCA Victor instruments, the Tel-Ensemble offers your customers the performance guarantee of RCA Victor's exclusive Factory-Service Contract. And that's further help in assuring you of faster turnover . . . bigger profits.



ONLY RCA VICTOR
HAS THE "GOLDEN
THROAT"

RCA VICTOR



ONLY RCA VICTOR MAKES THE VICTROLA

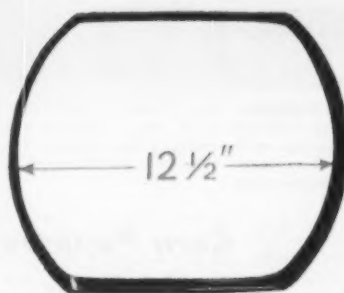
"Victrola"—T. M. Reg. U. S. Pat. Off.

DIVISION OF RADIO CORPORATION OF AMERICA

MARCH, 1950—ELECTRICAL MERCHANDISING

Here's why your profits are greater with this RCA VICTOR

*Higher quality and outstanding selling points of
ALL RCA VICTOR instruments keep turnover high!
Look at these features of the value-packed Tel-Ensemble!*



*Big Deluxe
12 1/2 inch
Television!*

Yes — big de luxe 12 1/2-inch Eye Witness Television. It's the size most people want. It's the *furniture* most people want. It's the *television* most people want—RCA Victor.

*Comes as
Complete
Furniture!*



The Tel-Ensemble is complete furniture. The lovely matching support adds untold beauty to the deep maroon metal cabinet. Has built-in antenna.



*Steady, Clear
Eye-Witness
Pictures!*

Explain to your prospects how RCA Victor's new, improved Eye Witness Picture Synchronizer "locks pictures in tune" on the new Tel-Ensemble.

*And for only \$12⁹⁵ more, your
customer can have a
Television-Phonograph
combination with
RCA VICTOR'S 45 J*



Show your Tel-Ensemble prospects the phono-jack for RCA Victor's sensational "45" record changer. Let them hear "45's" amazing "live talent" performance! Make a *double-close!*

P. S.—Other television sets—radios, too—have phono-jacks for the 45J.

RCA VICTOR — World Leader in Radio . . . First in Recorded Music . . . First in Television

Idea Digest



MAKE DEMONSTRATION BOOTHS COMFORTABLE: Soundproof demonstration booths for radio and television are a commonplace, but not all dealers consider the prospect's comfort. W. T. Grant Co., Erie, Pa., puts its demonstration models on a platform about a foot high, where the customer doesn't have to lean over to reach the controls. Results: good will and sales.

"Do Well—Dress Well"

Spurred by the slogan "Do Well—Dress Well" (a reversal of the clothing industry's slogan "Dress Well—Do Well"), salesmen in the appliance department of Robertson Brothers Department Store, Inc., South Bend, Ind., made a success of a recent sales contest.

The salesman who sold the most dressed the best, because prizes ranged from a pair of shorts for \$100 worth of sales, to a topcoat or overcoat for \$4000 worth. In addition, each Saturday at closing time a \$5 bill went to the salesman who had the highest total sales for the week. At the end of the contest three prizes were given—a \$50 watch, a \$25 brief case, and a \$20 pen and pencil set.

In the office of Milo Cool, department manager, was a chart with a series of naked figures, one for each salesman. As each article of clothing was won, a paper cutout of it was put on the winning salesman's figure.

A breakfast for the salesmen started

off the contest. The chart was unveiled and Mr. Cool appeared clad only in shorts. As George Glevis, sales promotion manager, gave the details, he tossed each article of clothing to Mr. Cool, who was fully dressed with the possible winnings at the end. Mr. Glevis figures that the cost of the contest totaled less than one percent of the sales resulting.

Sidewalk Heater Stops Passersby

When Bob and John Geyer, who run a lumberyard in Albion, Mich., found out how many homes in their area were without central heating, they took on the Lonergan oil space heater line—just to see what would happen. Crisp fall weather led them to put a lighted heater on the sidewalk in front of the store, where passersby were greeted by a blast of heat and often stopped to warm their hands. The first week after their supply came in, they had a complete stock turnover, selling eight heaters. To other dealers interested in this



CAPITALIZE ON PRIDE OF OWNERSHIP: Mrs. Mildred Pearson (left), manager of the Hitching Post Malt Shop, Fallbrook, Calif., was so proud of her new G-E dishwasher that she put up this sign on the swinging door between the cafe and the kitchen. Here she shows it to Hazel Taylor of Taylor Plumbing & Heating, who made the sale and provided the sign.

Corn Poppers Build Sales

It was a delay in delivery which taught the Brunsons of Rexburg, Idaho, the value of the electric corn popper as a permanent traffic builder for their store.

Last fall, when orders for Christmas merchandise were being placed, Mr. and Mrs. L. C. Brunson included 36 electric corn poppers, always a salable item at the holiday season. However, the poppers did not arrive until two days before Christmas. The Brunsons know that unless something extraordinary were done to sell these late arrivals, there was going to be a big carryover of poppers. A hurried consultation resulted in a plan which involved the purchase of a several quarts of cooking oil and a prominent display of poppers in the store.

Two poppers were set up near the wrapping counter, all connected and ready to pop corn. As the snowy white kernels collected, they were emptied out into large glass bowls and placed

(Continued on page 88)



THE GEYERS operate an oil space heater on the sidewalk, where passersby can warm their chilled hands.

With every
TOASTMASTER
Water Heater
you get this
PROMISE!



● We give you an honor-bound, "hope-to-die" promise that we'll help you make money on "Toastmaster" Electric Water Heaters. This line has exclusive features, sure. But also it offers you selling aids that are equally responsible for making "Toastmaster" Water Heaters a good line to carry.

First, you cash in on the tremendous consumer acceptance of the "Toastmaster" name. No trademark in the appliance field is better known, more respected. That gives you *pre-sold* customers!

The "Toastmaster" Water Heaters you sell *stay* sold. They don't return to haunt you with service headaches that take a slice of your profits. So you enjoy extra income from store prestige. Satisfied customers come back. They're always prospects for many another item you handle.

Here, from a single trustworthy source, you get all the advantages of a full line. Actually, there are *three lines* . . . 29 models! A size to fit every need, a style to suit every taste, a price for every purse.

Built by the makers of the famous "Toastmaster" Toaster

TOASTMASTER

Automatic Electric Water Heater



SEVEN STANDARD MODELS

30-, 50-, 67-, 82-,
100-, 125-, and
180-gal. capacities.

FIVE DE LUXE MODELS

40-gal. table top,
40-, 50-, 67-, and
82-gal. capacities.

* "TOASTMASTER," "LIFE-BELT" and "IONODIC" are trademarks of McGraw Electric Company, makers of "Toastmaster" Toasters, "Toastmaster" Electric Water Heaters, and other "Toastmaster" Products. Copr. 1950, Clark Division, McGraw Electric Company, Chicago, Ill.

You get solid selling support in national advertising, counter folders, displays—in fact, everything you need to do a profitable, point-of-sale promotion job. All this, plus a free sales training program that *works!*

Product features? You have plenty of them with "Toastmaster" Water Heaters. Here are three highlights:

"LIFE-BELT"* ELEMENT operates at gentle "black heat," is practically burn-out proof. Saves your customers money. Cuts service expense for you.

"IONODIC"* SYSTEM prevents rust, stops corrosion. Internal tank protection that guards you against loss of customer good will.

TEN-YEAR WARRANTY covers the *element* as well as the tank. Builds customer confidence in the product . . . in your store . . . in you.

So team up with "Toastmaster"—the line that gives you a definite promise of profit. Clip, fill in, and mail the coupon today for full details on the "Toastmaster"* Water Heater Franchise.

McGraw Electric Company, Clark Division
5201 W. 65th St., Chicago 38, Ill.

Please send me full details on the profitable
"Toastmaster" Water Heater Franchise.

Name

Business

Address

City.....Zone.....State.....



The home of Vahey Tire and Television at 5837 Milwaukee Ave., Chicago

A jobless immigrant in 1937, he now does half a million dollars a year in appliances



Bill Vahey

Bill Vahey started from scratch twelve years ago in a strange country. Then a letter from his native Ireland gave him an idea . . .

BILL VAHEY, who was looking for his first job in America only twelve years ago, now does a half million dollars annually in appliances in an out-of-the-way store on Chicago's northwest side.

Although America has provided the backdrop for Bill's success story, it was a letter from Ireland which proved to be the turning point in his career.

It contained the idea that grew into this story—the story of a man unaided by community background or sales training, who rose from obscurity to a place among the leaders of his field in the short span of a few years.

Bill came to America to marry a Chicago girl he had met in Ireland. He began learning the ways of American business when he took

his first job as a filling station attendant in Chicago.

"I was glad to have the job," Vahey said, "but I soon began to feel that I could be doing better for myself. I guess that was on my mind when one day I got a letter from an old friend in Donegal, Ireland. He wrote that he was in the tire business, doing a monthly volume of 2,000 pounds sterling.

"So I figured if Robert McMahon could make that kind of money selling tires in Ireland, why couldn't I do the same thing in Chicago, where almost everyone has a car?"

Sales click

That was the start of it. Before long, he was

selling and repairing tires at the filling station. "By the time 1943 rolled around," he said, "I had myself convinced that I was ready to give up the filling station and devote all of my time to sales."

Bill figured he could supplement his tire business with some other lines. Appliances interested him, so he made an arrangement with G. E. to handle a few items in their line. Then with some money he'd saved from tire sales, he moved into the building his store now occupies at 5837 Milwaukee Avenue.

It was six years ago when Bill Vahey sold his first appliance. Today he keeps 22 people on the job. Fourteen of these are service men, specializing in radio and television service.

He's out in the sticks

Vahey's store impresses you with its neatness and spaciousness. "I don't believe people like to fight their way through a store that's jammed with merchandise from floor to ceiling," Bill said. "I try to keep everything departmentalized so that it's easier for the customer to find what he wants."

His store does not benefit from a heavy flow of neighborhood traffic. Not located on a main thoroughfare, it is a good distance from the nearest shopping district. "We're out in the sticks," Bill said. "If we had to depend on our window displays, we'd be lucky to see half a dozen people a day."

Bill, a good business manager, made pretty fair progress in the first few years. He became an active member of his community, where the residents are generally an above-average group of hard-working, thrifty Polish people. He began sponsoring baseball, football and bowling

teams to make his name better known in the community.

Bill meets TV

One day in 1946, he received his first television set from G. E. "It seemed pretty much of a novelty to me," he said. "I wondered how I was going to get rid of it. Someone suggested that I raffle it off, so just before Christmas of that year we had the drawing, and I had moved my first television set."

Since that time, Bill has seen TV become his greatest source of income. Within a door marked "Television Studio" is a large, beautifully carpeted and furnished room which, except for the number of television sets on display, has the appearance of a comfortable living room.

"I had a good reason for pushing television sales," said Bill. "I hadn't been in the appliance business very long, and many of my competitors knew the older merchandise better than I did. But television was something new. Nobody else knew much about it either, and I was in on the ground floor."

Bill soon realized the importance of service in television. "Television is largely a neighborhood business," he believes. "People are more inclined to buy where they know they can get immediate service if something goes wrong with the set."

"So we murder 'em with service. If a customer complains about an appliance that we've sold him, we get a man on it just as soon as is humanly possible." Vahey feels that this emphasis on service is the most effective defense against competitors.

"High pressure selling is out," he said, "if you want your business to keep growing. I just forget my sales record when I'm talking to a customer, and try to think in terms of what I have that will serve him best. This way the volume takes care of itself."

He's sold on advertising

Bill employs no outside salesmen. Neither can his steadily increasing volume be attributed to a reputation of long standing in the neighborhood, or to a good traffic-producing location. How, then, has he been able to bring in the customers to build a yearly volume of half a million dollars in an establishment only six years old?

"I've depended largely on advertising to keep growing and maintain my volume," said Bill. "Of course, advertising isn't the whole story. It gets the customers started our way, and it helps to keep them interested, but it's up to us to see that they're kept satisfied."

"When I started, I could only afford a small classified ad in the Chicago Tribune. It carried my name and address, and the prices of a



Vahey's television studio has the appearance of a comfortable living room.

couple of items I was selling. That didn't seem like much, but I found that being consistent pays off.

"Then I had some signs put around on the busier streets in the area to help people locate my store."

Big space—low cost

As soon as he was able, Bill started using display ads in the Tribune, appearing in the Metropolitan Neighborhood section that covers his area. Later, when Selective Area advertising was introduced in the Chicago Sunday Tribune, Bill was quick to see its advantages.

"I like the Selective Area plan," he said, "because it's the only way I can get the benefit of big-space advertising at very low cost. It's made to order for the small retailer, who couldn't possibly afford that kind of advertising without the Tribune plan."

The cost of the Selective Area advertising is split among the manufacturer, the distributor, and the dealers throughout Chicagoland whose names appear in the advertisements. Care is taken to see that all dealers named in any one ad are located a sufficient distance apart to prevent trading area conflicts.

The ads are all retail-type ads written to pull business into the stores whose names are featured.

Ads work for him exclusively

"These ads, mostly full page size, work exclusively for me in my trading area," said Bill. "That's why we've participated in so many campaigns, and why we intend to continue getting in on every one that we can."

In 1948, Vahey's Tire and Television par-

ticipated in 29 full pages featuring products manufactured by Admiral, RCA, Motorola and G. E., at a total cost of \$963.

"Any time I can get that kind of advertising for so little money, you can count me in," said Bill. "Nearly everybody out this way reads the Chicago Tribune, and we keep our name before them regularly."

"I feel certain that we never could have done a half million dollars without the help of our Selective Area participations."

★ ★ ★

MANUFACTURERS: Like Bill Vahey, more than half of the 2,013 appliance retailers in Chicago and suburbs have participated in the Chicago Tribune's Selective Area advertising plan.

Dealers, manufacturers and distributors have demonstrated that this factory-controlled, agency-placed advertising produces the results they want. They have made this plain by spending in the Chicago Tribune more than \$1,000,000 under the plan in the appliance field alone.

Ask the Tribune representative in your vicinity to explain how you can use this tested plan to develop maximum sales in the multi-million dollar Chicago appliance market. Why not call him today?

★ ★ ★

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Average net paid total circulation for the year 1949:
Daily over 940,000; Sunday, over 1,580,000

Chicago Tribune representatives: A. W. Dreier, 810 Tribune Tower, Chicago 11; E. P. Strubbecker, 220 E. 42nd St., New York City 17; W. E. Bates, Penobscot Bldg., Detroit 26; Fitzpatrick & Chamberlin, 155 Montgomery St., San Francisco 4; also, 448 S. Hill St., Los Angeles 13.
MEMBER: FIRST 3 MARKETS GROUP
AND METROPOLITAN SUNDAY NEWSPAPERS, INC.

For Volume Sales!

TWO, NEW, MONEY-MAKING

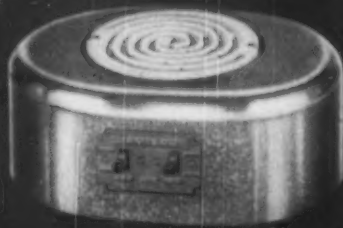
SAMSON TABLE STOVES



No. 3249-N. 2-Burner, 4-Heat. Left Switch, 660 Watts (Medium); Right Switches, 330 Watts (Low), 660 Watts (Medium), 990 Watts (High)—both switches combined. One-piece steel body, Hammer-tone baked enamel finish. 110-120 Volts, A. C.—D. C. 1650 Watts. Underwriters' Listed.

\$14⁹⁵

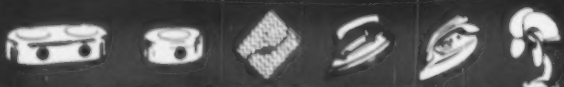
No. 3149-N. 1-Burner, 3-Heat. 330 Watts (Low), 660 Watts (Medium), 990 Watts (High)—both switches combined. One-piece steel body, Hammer-tone baked enamel finish. 110-120 Volts, A. C.—D. C. Underwriters' Listed.



\$8⁹⁵

LOW PRICE!
FULL PROFIT!
TOP PERFORMANCE!

AT THESE LOW PRICES, practically everyone can afford a new Samson Table Stove. That means volume sales for you . . . plus top profit, since they carry a full discount. And don't forget—these thrift-model Samson Table Stoves have no equal for beauty, quality and value. Place your order now . . . and cash in on the one line that gives you all three—**PRICE, PROFIT and PERFORMANCE!**



SAMSON UNITED CORPORATION, ROCHESTER 10, N. Y.
Samson United of Canada, Limited, Toronto

Idea Digest

CONTINUED FROM PAGE 84

where the customers could sample them as they waited for their packages to be done up. The fragrance of popping corn filled the store and soon drifted out onto the sidewalk where it tempted passersby to enter. The fact that the odor was one not usually associated with an appliance store simply added to their curiosity and brought many in to investigate. Before the two days were over the entire shipment

of three dozen poppers was sold and several orders were taken. Inquiries continued to come in even after the Christmas season had passed.

Today a corn popper has a permanent place on the sales counter of the Brunson Electric Co. and corn is popped free for all who care to sample it. And instead of popper sales being confined to November and December they are now sold throughout the year.



STANDARD EQUIPMENT for everybody at Emery, whether regular salesman or not, is the sales kit. Foreman Bert Sanders, right, and Nick Linenberger, another shop man, examine theirs.

How to Build a Sales Force—Use Every Employee

Everybody sells appliances at Emery Gas and Electric Service. Jim Emery, the boss, sells them. So does Bert Sanders, shop foreman and head installer. Jean Campbell adds to her bookkeeper's salary by selling appliances. So does the firm's stenographer. Even Emery's janitor sells now and then for the Garden City, Kan., firm.

The sales kit is as much the shopman's regular equipment as the tool

kit. Bert Sanders has worn out two sales kits, and is working on his third. Besides supervising the shop installations, he's rung up as high as \$4000 in sales in one month outside the showroom, at five percent commission—\$200 in extra pay. An outside sale on a Sunday means a seven percent commission. Inside sales net two percent.

It's worth everybody's while to sell appliances—and everybody sells them.

Employees' Friends Are Good Prospects

Employees have friends—and friends make customers. This principle has been put to work by the Kimble Roberson Co., appliance-plumbing-heating firm of Santa Fe, N. M. The company recently took its employees into the business, letting each of them buy a share on a monthly payment basis, with deductions made from salaries. Then each employee was asked to write

to his friends, telling them he was part owner and asking them to come in and ask for him when they were in the market for major appliances or plumbing work. One such letter, sent out by a serviceman, resulted in the sale of three refrigerators, four radios and several other items. Many employees know little about how to close a sale, but they have loyal friends.

DELUXE MODEL 194
with optional
accessory A18

MODEL 164
with optional
accessory A18

MODEL 164
with plain
backguard

MODEL 134
with optional
accessory A17

MODEL 134
with plain
backguard

MODEL 114
with optional
accessory A17
has three top
cooking units and
thrill cooker

MODEL 115
with plain backguard
has four top
cooking units

MODEL 113
with plain
backguard
has three top
cooking units

LOOK! NEW SPACE SAVERS

3 Space Saver models are included in these 6 basic models. With optional accessories, they enable you to offer a line of 18 ranges. Your inventory is kept low... yet you can satisfy any taste... step up your volume and profit.

FLORENCE

offers a complete line of

ELECTRIC RANGES

priced for fast sales

Get the facts about this Florence line—and see how Florence offers everything needed to speed sales today. Outstanding models, features and accessories—priced to suit every budget. Equally important, every Florence sale gives you a good margin—a sound profit.

COMING SOON—one of the most extensive advertising drives in Florence history... spearheaded by beautiful color pages in the Saturday Evening Post. More reason than ever to promote Florence... so ask your Florence representative about the greatly expanded Florence promotion plans... and tie in with Florence co-operative advertising for bigger-than-ever profits.

Distributorships on Florence Electric Ranges are available in some areas. For further information, write Florence Stove Company, Gardner, Mass.



LEADING IN VALUE FOR 76 YEARS



**GAS RANGES — LP-GAS RANGES — ELECTRIC RANGES — OIL RANGES
DUAL-OVEN Combination RANGES — OIL HEATERS — GAS HEATERS**

FLORENCE STOVE COMPANY... General Sales Offices and Plant: Gardner, Massachusetts. Mid-Western Plant: Kenosha, Illinois. Southern Plant: Lewisburg, Tennessee. Other Sales Offices: 1 Park Avenue, New York; 1452A Merchandise Mart, Chicago; 419 Western Merchandise Mart, San Francisco; 53 Alabama Street, S. W., Atlanta; 301 North Market Street, Dallas.



Recipe for success : "Catch 'em While They're Deciding"

IT'S in the home that buying decisions are reached on products like washers, coffee makers, waffle bakers, table griddles.

So it's only natural that Better Homes & Gardens stands out as "America's 1st Point of Sale" for your lines.

Not just because BH&G goes directly into more than 3,000,000* homes. Nor even because

these homes have far-above-average incomes—and brisker buying habits.

What does the trick is BH&G's helpful, *wanted* 100% service content on good living. This puts readers in a buying mood—and they welcome advertising that catches their eye while they're making up their minds.

Net result: Brands advertised in Better Homes & Gardens move faster.

*3,283,000 ABC and going over 3,500,000 soon.

America's **1ST** Point of Sale

Over ^{3,250,000}~~3,000,000~~ select homes
will decide on these brands—pre-sold
in Better Homes & Gardens

*January, February
and March Issues*

APPLIANCES

Disposers

American Kitchens
Youngstown Kitchens Food
Waste Disposer

Driers

American Gas Assn.
Hamilton

Floor Polishers

Johnson's
Old English

Home Freezers

Crosley
Tyler Harder-Freez

Irons and Ironers

General Mills Iron
General Mills Steam Ironing
Attachment

Mixers

Gilbert
Hamilton

Radios and Television

Crosley
General Electric
Motorola

Ranges

Caloric
Crosley
Gibson
Grand
Hardwick

Roper
Tappan

Refrigerators

Admiral
Crosley
Frigidaire
General Electric
Gibson
International Harvester
Kelvinator
Sanitary
Servel

Timepieces

Seth Thomas Clocks
Telechron Clocks
Westclox Clocks & Watches

Toasters

Empire Aristocrat
General Mills
Toastermaster

Vacuums and Sweepers

Bissell
Cadillac
Hoover
Lewyt

Washers

Bendix
Easyl
Thor Automatic

Appliances, Miscellaneous

Empire Aristocrat Coffee Maker
Empire Aristocrat Sandwich
Toaster & Waffler

Hotpoint Dishwasher
Lovell Pressure Wringer

Fans

Aeropel Kitchen Fan
American Kitchens Ventilator
Kitchen-Aire

HOUSEHOLD SUPPLIES & UTENSILS

Borden's Cascorez Glue
Club Aluminum
Dazey Utensils
DeLuxe Mop Wringer Pail
Dulane Fryrite
DuPont Pro-Tek
Ebonettes Housekeeping Gloves
Edlund Can Opener
Edlund Egg Beater
Ekcoware
Everedy Tater Baker
Farberware
Foley Food Mill
Johnson's Paste & Liquid Wax
Met-L-Top Ironing Table
Nichols Aluminum Clothesline
Norton Knife Sharpener & Stone
Old English Wax
Oxco Whisk Broom
Pacific Silver Cloth
Presto Pressure Cooker
Priscilla Ware
Revere Ware
Ritz Cloths
Royleedge Shelf Paper
Scotch Tape
Simoniz Floor Polish
Toastermaster Hospitality Set
Tri-Grater
Wagner Skillet

Wright's Silver Cream
Zim Can Opener

WATER HEATERS

Aldrich
American Gas Assn.
CE Heatmaster
Crosley
General Electric
Rheem
Smithway
White
John Wood

WIRING, LIGHTING & TELEPHONE

Bell System
Cutler-Hammer Multi-Breaker
Delta Lanterns
General Electric Bulbs
Farady Kitchen Cord

MISCELLANEOUS

Atlas Tools
Burks Water Pumps
Darra-James Tools
Deming Pumps
Dremel Sander
Duro Tools
Emrick Tools
Flint & Walling Pumps
Goulds Pumps
Home Utility Tools by
Black & Decker
Honeywell Controls
Mall Tools
Myers Pumps
Power Tools, Inc.
Robertshaw-Fulton Controls
Shopmaster Power Tools
Shopsmith Tools

POINT OUT to your customers the brands
"seen in BH&G." For your supply of FREE
display cards, check the list above for the brands
you stock—then mail, with your name
and address, to:

MERCHANDISING DIVISION,
BETTER HOMES & GARDENS,
DES MOINES 3, IOWA.

A Screened Market ^{3,250,000}
of more than ~~3,000,000~~
Better Homes



Now!
offer your
customers
SAVINGS
as much as
35%
on famous
PINCOR
POWER
MOWERS!

This means
BUSINESS
for you!

PINCOR MODEL P-22

Last year a power mower of
this value would have
retailed for \$181.50

Now you can sell it for only

\$149⁵⁰

E.C.B.
factory



PINCOR MODEL P-120

Last year power mowers
of this value retailed
for \$159.50

Now you can sell it for only

\$109⁵⁰

E.C.B.
factory



PINCOR MODEL P-118

Last year power mowers
of this value retailed
for \$139.50

Now you can sell it for only

\$89⁵⁰

E.C.B.
factory



Here's everything you've
ever wished for to win big volume on
power mowers—and just when you
want it—right at the very start of the
peak power mower selling season. 3
great power mowers—in 3 big-value
price ranges—plus national advertising
that packs a real sales wallop!

See Your PINCOR Salesman
or Write for Catalog

PINCOR PRODUCTS

Manufactured by Pioneer Gen-E-Motor Corp.
5847 W. Dickens Ave. • Chicago 39, Ill.

Power Lawn Mowers • Hand Lawn Mowers • Electric
Hedge Trimmers • Gasoline Engines • Electric
Generating Plants • Battery Chargers • Generators

These Nationally Known
Pincer Power Mower Values
will soon be featured in full-
page, full-color, Pincer
National Advertising!

Idea Digest



WRINGERS still fascinate washer prospects in Minneapolis. Johnston Bros. sell three conventional washers to every automatic.

**Conventional Washers
Are Their Big Seller**

"Let us re-manufacture your old washer."

That's the wartime slogan that brought people from all over Minneapolis to Johnston Bros.' out-of-the-way location at 3029 Nicollet. For less than \$50, the customer got his machine back with a new washer guarantee. George Johnston built a card file that has turned out to be a continuous source of purchasers.

"These folks remember how their old machine was fixed up during the war and believe we know our busi-

ness," says G. A. Holmes, store manager. "And we are selling three conventional washers to one automatic. I think the reason lies in the fact that women in Minneapolis are slow to sell themselves on new items. The average housewife here has an idea that the automatic takes a lot of hot water. Besides, she has no desire to go out and play golf while her washer is spinning. Then too, about half the families in Minneapolis are renters, and renters feel they cannot afford to have an automatic installed."

**Highway Traffic Can
Become Store Traffic**

Tired of seeing potential business whiz past his door at fifty miles per hour, J. A. Isaacson, whose Home Ware store is on an arterial highway just north of Seattle, Wash., decided to do something about it.

He and five fellow merchants on the route together and came up with a Treasure Chest campaign, built around the question, "Who have the six keys that will open the six Treasure Chests displayed in our six stores for six days?" Each dealer agreed to place a \$15-\$25 prize in his chest, and to replace it up to three times if the chest was opened that often. (Three keys would fit each lock, though only one was advertised). Six thousand cards telling the story were fitted out with keys and mailed to rural route box-holders. The dealers bought six army surplus chests, painted the straps, hasps, etc., in dull gold, put special padlocks on them, then sat back and waited.

Their wait was brief. The spirit of adventure was still strong, and several

cars were parked in front of the stores the next morning before opening time. Traffic continued, building to a peak with family visits in the evening, and lasted all week. Extra help was added to chat with people awaiting their turn to try their keys, and to make on-the-spot sales. Cash sales for the week jumped from ten percent upwards, and the merchants laid the groundwork for future sales by getting information on visitors' future building plans, etc.

Besides sales during the week, dealer benefits were: frequent queries as to when another contest would be run; the addition of at least one more dealer to participate in the next campaign; a decision to run cooperative newspaper advertising, and plenty of testimonials (word-of-mouth variety) from the prize-winners.

To pay the cost of the campaign—printing, mailing, keys, chests and streamers of pennants to identify the stores taking part—each dealer contributed only \$47.50. And each one is only too willing to do it again.



The Magnificent New Deepfreeze Refrigerator

**As Seen for the FIRST TIME
By 76,000,000 CONSUMERS In...**

SATURDAY EVENING POST ★ BETTER HOMES & GARDENS ★ AMERICAN HOME
HOUSE BEAUTIFUL ★ McCALL'S ★ AMERICAN MAGAZINE ★ HOLLAND'S
SUNSET ★ PATHFINDER ★ COUNTRY GENTLEMAN ★ SUCCESSFUL FARMING
FARM JOURNAL ★ PROGRESSIVE FARMER ★ CAPPER'S FARMER

Go Buy the Name...

Deepfreeze

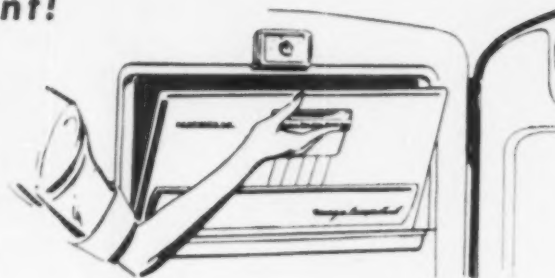
TRADE MARK REG. U. S. PAT. OFF.

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • WATER HEATERS

Go Buy the Name... **Deepfreeze**

The ONLY Refrigerator Line with the Exclusive **Deepfreeze Freezer Compartment!**

Three great exclusive features make this the stand-out refrigerator of the year! 1. The name "Deepfreeze." 2. The Deepfreeze Freezer Compartment (research proves this "name" feature means sales for you!) 3. Exclusive Handy-Bins in Dual Vegetable Crisper (Handy-Bin—a special hinged lid compartment in front for "small" vegetables and fruits). And there are many more! . . . features women want!



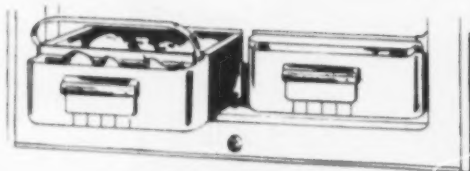
FEATURES . . . of Tomorrow's Design With SALES in Mind! . . .



Butter Box

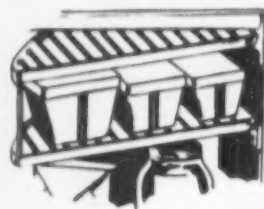
With Spread Control

Keeps butter the way your customers want it! Butter is never too soft, never too hard, for owners set the individual spread control dial to the spreading temperature they prefer. Snap latch holds door securely.



Handy-Bins in Dual Vegetable Crisper

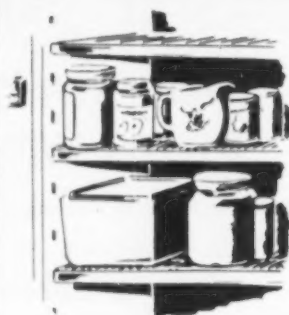
Keeps vegetables and fruits moist and crisp—protects goodness, prevents drying out. Handy-Bins (special hinged-lid compartments in front) make "small" items easily accessible. Ideal for storing eggs, radishes, lemons, etc. And there's plenty of room in the back of the Crisper for larger items.



Swing Shelf

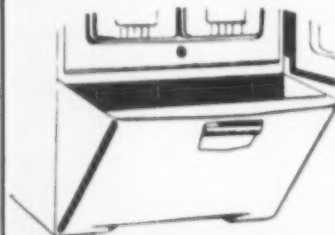
With Plastic Left-Over Dishes

Exclusive Deepfreeze feature! Swings out to provide easy access to milk and tall bottle storage. Swings back into place automatically. Shelf equipped with plastic left-over dishes. Entire unit easily removed for extra large storage space.



Adjustable Shelves

Extended shelf area gives extra shelf space, makes food easier to reach. Refrigerator shelves lift out for convenient storage of large fowl or other bulky items. Also has sliding shelf which is adjustable for height. All shelves of triple plated chrome for heavy duty wear.



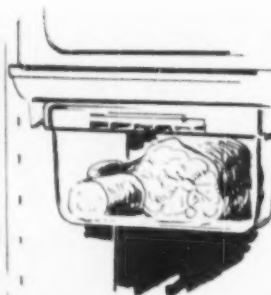
Dry Storage Bin

Here is a great space-saving feature for bulk storage. The Dry Storage Bin keeps large amount of groceries, potatoes and packaged goods fresh and out of way, out of sight. Easily accessible because it tilts out conveniently.



5 Year Warranty

In addition to the one-year warranty on the entire refrigerator, there is a four year replacement contract on the sealed compressor unit. You can always depend on top performance . . . backed by "Deepfreeze."



Plastic Meat Tray

Keeps meats in top condition, safe at all times. Plastic tray is easily cleaned with damp cloth.

The Only Refrigerator with the Exclusive **Deepfreeze** Freezer Compartment!



MODEL W-9

Net Storage Capacity 8.5 Cu. Ft.
Overall Height 61 1/4"
Overall Width 30 3/4"
Overall Depth 25 1/4"

\$319⁹⁵

Retail Price



MODEL W-11

Net Storage Capacity 10.5 Cu. Ft.
Overall Height 65 3/4"
Overall Width 33 1/2"
Overall Depth 25 1/4"

\$349⁹⁵

Retail Price



MODEL F-11

Net Storage Capacity 11.3 Cu. Ft.
Overall Height 65 3/4"
Overall Width 33 1/2"
Overall Depth 25 1/4"

\$279⁹⁵

Retail Price



MODEL F-9

Net Storage Capacity 9.1 Cu. Ft.
Overall Height 61 1/4"
Overall Width 30 3/4"
Overall Depth 25 1/4"

\$249⁹⁵

Retail Price



MODEL F-7

Net Storage Capacity 6.9 Cu. Ft.
Overall Height 55"
Overall Width 24 1/4"
Overall Depth 25 1/4"

\$199⁹⁵

Retail Price

©Deepfreeze Appliance Division, Motor Products

Ask Your Distributor About These Great *Deepfreeze* Appliances Today!



New Models **Deepfreeze** HOME FREEZERS

Larger Capacities At Lower Prices! There are now 6 models in this, the first and finest line of home freezers. The newest member of the Deepfreeze home freezer family is the C-16, a de luxe model with a capacity of 16 cubic feet. It holds more than 560 pounds of assorted foods and retails for \$489.50. There's a Deepfreeze home freezer to fit every purse, every family's needs.

From \$229.95 Retail Price



The All-New **Deepfreeze** ELECTRIC RANGES

Monotube super contact units; automatic time control and electric clock; porcelain enameled broiler pan and aluminum alloy smokeless tray; interval timer; reminder clock for periods up to 60 minutes; automatic preheat oven temperature control; fluorescent range lamp; appliance outlet; broil-bake signal lights; automatic oven light, inset pan, trivet and french fry.

4 MODELS From \$159.95 Retail Price

The All-New **Deepfreeze** ELECTRIC WATER HEATERS

7 Models In An All-New Line. A complete line of Deepfreeze Water Heaters. When you carry the seven models with the Deepfreeze name, you can promote them, display them, and sell many, make money. There's a model for every home, for the requirements of every family.

MODEL W-312 Capacity 31 gals. \$114.95 MODEL W-312 Capacity 31 gals. \$109.95
MODEL W-422 Capacity 42 gals. \$139.95 MODEL W-422 Capacity 42 gals. \$129.95
MODEL W-502 Capacity 50 gals. \$139.95 MODEL W-502 Capacity 50 gals. \$129.95
MODEL W-602 Capacity 60 gals. \$169.95 All Prices Retail • Two-Digit Prices Listed



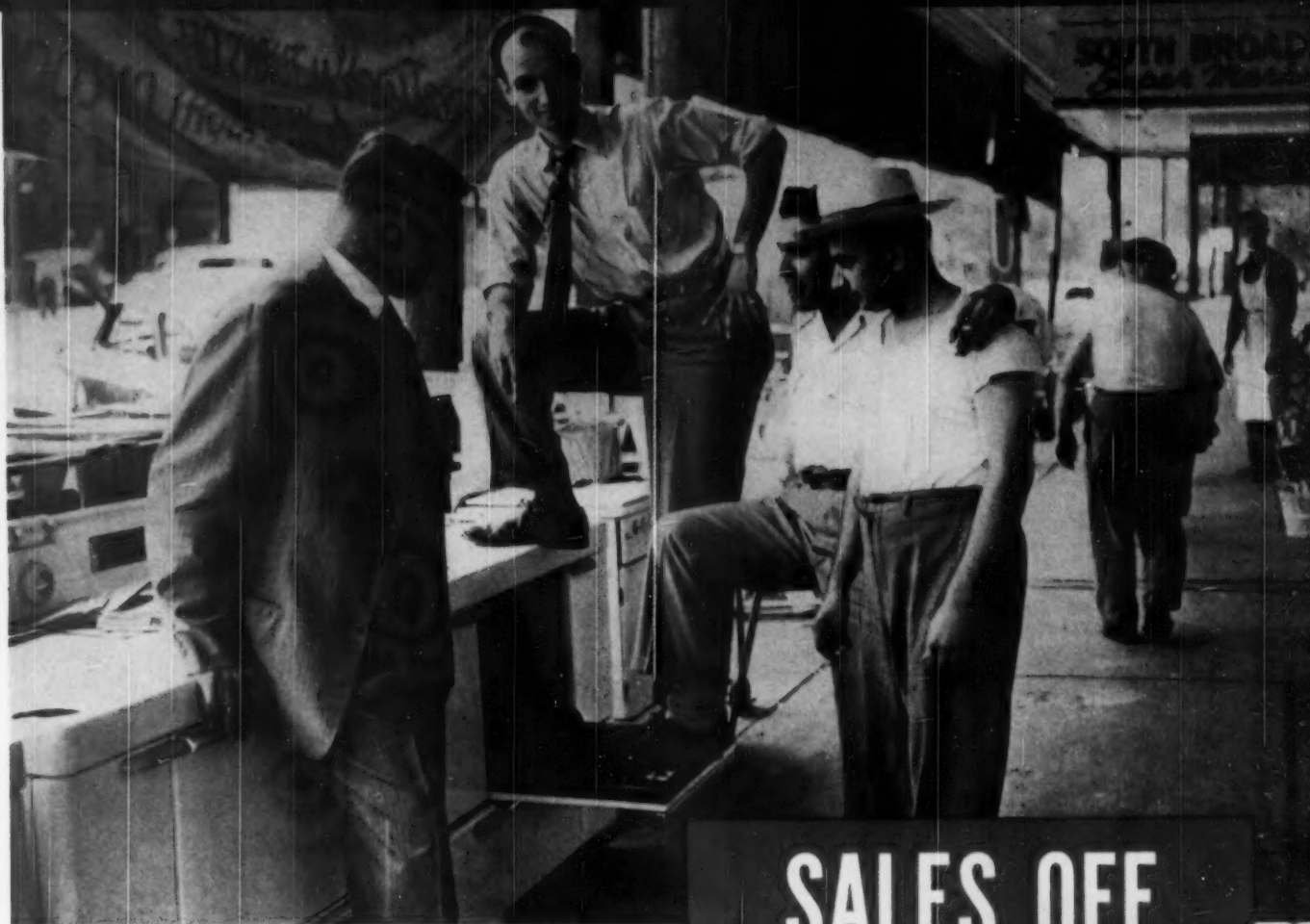
Don't Delay!
See Your Distributor TODAY!

Your Deepfreeze distributor will gladly explain the details of the Deepfreeze franchise and the complete Deepfreeze line! Ask him about the national advertising program and the many practical selling aids available to Deepfreeze dealers. You can sell these four great products by the carload for a handsome profit! Don't delay—see your distributor—or write direct for details about America's Number 1 home appliance franchise. Deepfreeze Appliance Division, Motor Products Corporation, North Chicago, Ill.

Go Buy the Name...
Deepfreeze

TRADE MARK REG. U.S. PAT. OFF.

HOME FREEZERS • REFRIGERATORS • ELECTRIC RANGES • WATER HEATERS



SIDEWALK SALESMEN, the Mizerany brothers (right), tell a range story—with graphic demonstrations—to a sidewalk passerby who had no intention of stopping until the three indefatigable ex-grocery store operators changed his mind.

SALES OFF THE SIDEWALK



ROW ON ROW of appliances, stacked outside like vegetable crates, are the hallmark of the Mizerany operation, run as much like a grocery business as the products themselves will permit.

Three ex-grocery store hustlers, the Mizerany brothers of St. Louis, pile appliances right out on the sidewalk just as they used to stack lettuce crates. And they sell appliances almost as fast as groceries

THE same "neighborly" methods which sell cabbages and pot roasts to local housewives will also sell a lot of major appliances, and it is being demonstrated every day in St. Louis, Mo., where three ex-grocer brothers, all newcomers to the appliance industry, have teamed up to sell a sensational \$20,000 per month and upwards by using "just grocery store techniques."

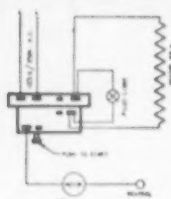
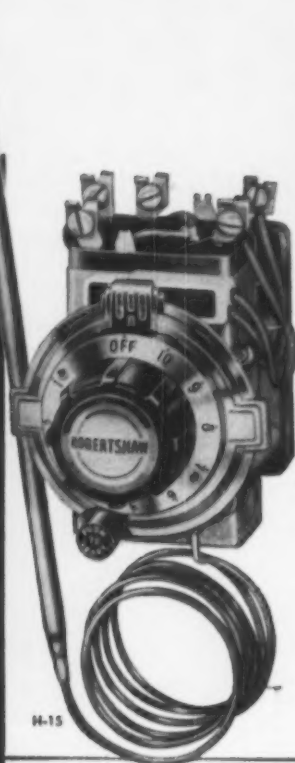
Joe, Ed and Steve Mizerany, equal partners in Mizerany Brothers Appliance Co., all grew up behind the counters of two grocery stores in the South St. Louis suburban district. Each had a terrific number of friends and

acquaintances built up through a long standing policy of calling customers by their first names, and each, through long experience, was a veteran at "huckstering"—crying their wares along the sidewalk in front of the store, hustling customers over to look at featured foods, and generally keeping a three-ring circus going.

About May of 1946, Joe Mizerany had an idea. The grocery business had been getting full of headaches, high prices, constant complaints from customers, and low profit spreads. At the same time a lot of shoppers in the grocery store were proudly telling him

(Continued on page 188)

Robertshaw SINGLE UNIT time, temperature and motor CONTROL for LAUNDRY DRYERS



- 1 Set temperature.
- 2 Push starting button to energize heater and motor.
- 3 When temperature is reached, heater is automatically disconnected and motor continues to run.
- 4 After cooling approximately 20°F., motor cuts off automatically.

Combines heating and timing controls in a single unit. Handles both motor and electrical heating circuits. Amount of moisture and weight of clothes scientifically determine length of time dryer operates to automatically produce degree of dryness desired by operator. Control cuts heat switch when correct internal temperature is reached, but motor continues to run until all stored heat in drying chamber has been utilized.

Economical to install — produces maximum operating efficiency of appliance. Write for information.



Robertshaw

THERMOSTAT DIVISION

ROBERTSHAW-FULTON CONTROLS COMPANY

YOUNGWOOD, PENNSYLVANIA

Electrical Merchandising APPLAUDS . . .



FLORENCE HOLLAND

... whose first store in 1924 was a cold theater lobby in Three Rivers, Wis., which she rented for \$7.50 a month. There, wrapped in blankets to keep from freezing, she made her first sale from a pitifully small stock of Eureka cleaners. Whenever she got a lead she dashed off to make a home demonstration, optimistically leaving paper and pencil by her unguarded merchandise so that customers could write their orders. Later, when she expanded her stock to major appliances, she was handicapped on deliveries because, "I'd have to wait for some kind man to come along the street and heave things into my truck." Today she operates from an attractive, jam-packed store where she has men employees who do all the heavy lifting and, instead of ringing cold doorbells, she uses the user and gets her leads from members of her four clubs.



LOUIS A. DUAY

... whose 30 year career as a dealer in household refrigeration mirrors the growth of the industry during that period. When Mr. Duay opened shop in Dwight, Ill., in 1920 he was the only dealer in town—in fact some folks call him the "oldest refrigerator dealer in the Middle West." Now he has nine competitors. Thirty years ago he was pioneering virgin territory when he installed refrigerating units in old ice-boxes, running the copper tubing to compressors in the basement. Today 80 percent of the town's families have refrigerators and Mr Duay finds the market primarily one for replacement sales. Still the same today as in 1920, however, is his emphasis on service; he still dresses as a service man and is confident that most of his current business is due to the service he has given in the past 30 years.

*Introducing
the Meier*

Breeze-About

the personal fan with universal appeal



Never before have we been able to offer a fan with so much sales appeal... beautifully built, numerous uses and priced right for volume sales. Truly an all-purpose fan, the BREEZE-ABOUT is safe with no sacrifice in performance.

LOOK AT THESE FEATURES

Individually adjustable louvres • Beautifully finished in hammetone grey • Weighs only 12 pounds • All-rubber mounting between unit and case • Exclusive Nu-Air Quiet Prop Rubber Moulding around bottom • Two-speed motor • 16 in. x 16 in. x 8 in. deep. Priced to sell at retail \$24.95

WRITE TODAY FOR COMPLETE INFORMATION

Famed for Dependability



Throughout the World

MEIER ELECTRIC & MACHINE CO., INC.

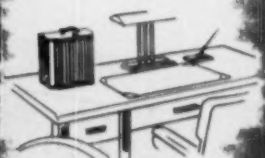
3523 E. WASHINGTON STREET

INDIANAPOLIS 7, INDIANA

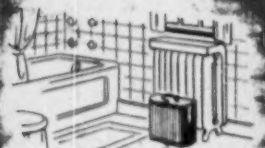
ELECTRICAL MERCHANDISING—MARCH, 1950



As an intake window fan



As a table fan



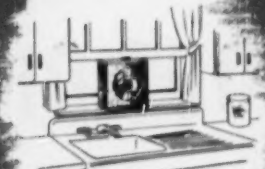
As a heat distributor



As an exhaust window fan



As a floor circulator



As a kitchen ventilator

GENERAL ELECTRIC MEANS PLENTY OF

IT'S GENERAL ELECTRIC LAMPS' NEW "BRIGHTEN-UP



**Here's the ad campaign that
will bring a flood of sales!**

When people brighten up their homes for Spring, that's the time for extra lamp profits for you! And this big advertising campaign will help you get 'em! Full color ads appear April 2nd in This Week; April 9th in

Parade; April 10th in Life; April 22nd in The Saturday Evening Post; April 24th in Life; May 14th in This Week; May 21st in Parade. Plus spot radio announcements and commercials on the Fred Waring television show!

4 OUT OF 5 PREFER G-E LAMPS*...

*In a recent nationwide survey made by the Psychological Corporation, 2500 persons were asked, "What brand of light bulb do you prefer to buy?" 4 out of 5 choosing a brand chose G. E.

SPRING PROMOTION PROFITS FOR YOU!

TIME" PROMOTION . . . APRIL 3 TO MAY 20



Here are the point-of-sale aids
you need to catch your share!

Bright, colorful counter cards! Window streamers and wall banners! Special display pieces! Everything you need to catch your share of Brighten-Up Time's rain of profits! Use 'em all and make the most of "Spring Shower of General Electric Lamp Values"!

A NEW KIND OF G-E LAMP TO SPARK YOUR SALES! General Electric's new White lamp bulb gives softer shadows and less glare because it's "all-over bright". Now being featured in G-E Lamp advertising. Retail at 20c plus tax.

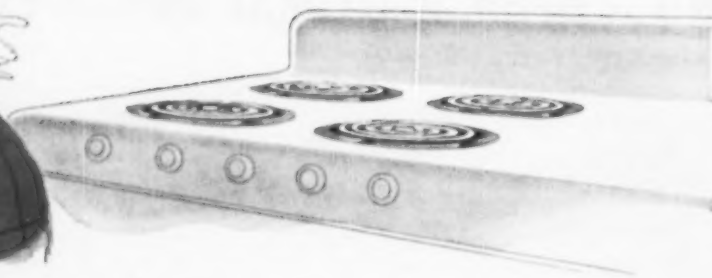
that's why they **SELL ON SIGHT!**

GENERAL  **ELECTRIC**



JUST LOOKING?

Ask her: "Do you know about
INCONEL SHEATHED HEATING UNITS?"



Next time you have one of these "just looking around" ladies to deal with, case a few questions to her.

Ask her, for example, *why* she's buying a range.

"To cook on, of course."

Yes, to cook on! And there's your opening. Fill her full of facts about Inconel® Sheathed Heating Units.

Now wait, we know *you* know that Inconel is an alloy—mostly Nickel and chromium. But does *she*?

You know that Inconel Sheathed Heating Units last and last. *You* know they *never* scale...*never* warp...*never* crack. But—does *she*?

You know Inconel resists corrosion caused by spilled foods, boiled-over fruit juices and spattered fats. *You* know Inconel is strong and tough and

can't rust. Yet how can *she* know all that if you don't tell her?

Tell her, too, how Inconel Sheathed Heating Units are practically self-cleaning because of the way they burn off spilled foods.

All this is an old story to you? Of course it is—you've been selling ranges a long time. But to your prospects it's *new*—it's informative—it helps them make up their minds. That's why we keep suggesting that you always "Let INCONEL help you sell!"

*Reg. U. S. Pat. Off.



The interesting story of NICKEL, from ancient discovery to modern day use, is told in our 60-page, illustrated booklet, "The Romance of Nickel." Write for your free copy. Address E. B. Bitzer, Consumer Products Division.

THE INTERNATIONAL NICKEL COMPANY, INC.
67 Wall Street, New York 5, N. Y.

LET *Inconel*



HELP YOU SELL

Joint Ads for Impact

CONTINUED FROM PAGE 75

Twin Cities food freezer campaign, held last July and sponsored by electric appliance distributors, the Twin Cities Appliance Dealers Assn., and the Northern States Power Co., coordinated through the North Central Electrical Industries.

It was a \$10,000 food freezer campaign, and this was the way it was put on. The Northern States Power Co. splurged with a series of advertisements in the *Pioneer Press*, the *St. Paul Dispatch*, the *Minneapolis Tribune*, and the *Minneapolis Star*, to the tune of 12,600 lines.

A window and store display contest was started, with participating dealers setting up attractive window and floor displays featuring food freezers during the three weeks' period, June 13 to June 30. Each dealer was required to have at least one food freezer operating on his display floor, with a reasonable quantity of frozen food in storage.

The familiar customer contest was employed; each entry was asked to write not more than 50 words on why a food freezer pays for itself, why preparing food for the freezer is easier than canning, or why a food freezer saves marketing time and makes meal planning easier. The Electric Appliance Dealers Assn. did the judging for the contest.

Next followed a consumer mailing to 200,000 residential users of electricity in Hennepin and Ramsey counties.

Free packages of frozen food were used as a stimulant to get customers to "do it now," during the two weeks period.

Sales training classes were held for the benefit of salesmen contacting the public.

Any appliance dealer in the Twin Cities or suburban area could qualify as a participating dealer on payment of a fee of \$10 to help defray the cost of window banners, entry blanks and food freezer booklets. Distributors could come in by contributing one food freezer (6 cu. ft.) to be awarded in the contest. Distributors worked with Northern States Power Co. in planning sales training schools for dealers and dealers' salesmen. Distributors endeavored to schedule during the campaign any factory advertising planned for the Twin Cities on food freezers, thus making the advertising snowball.

A \$10,000 Freezer Promotion

The whole thing added up to a \$10,000 promotion on a single subject at the right time, and the result was a Sunday punch that equalled the backing any other type of merchandise got during the same period.

Each type of promotion agreed upon as timely gets the benefit of this co-operative pushover. It is flexible in that if a dealer does not handle residential wiring or lighting, another item promoted—he does not have to come in on this picture, but can select the things he wants. And the result is a kind of leverage new in this business—a snowball effect that makes his own promotion much more effective than when done alone. *End*



WHITE'S "WATER-HOTTER" ...A Gusher of PROFIT!

Just tell people that "Water-Hotter" means almost 7 per cent *MORE* hot water at no extra cost . . . and you'll know how White sales reversed the trend this last year and landed 25 per cent ahead of this industry!

White now offers BOTH Electric AND Gas Heaters. Gas heaters feature the new White "Film of Flame" single port burners, designed on the White "Water-Hotter" principle; no small ports to clog and waste fuel! Two styles—L.P., which also adapts to manufactured or natural gas, and a burner for natural or manufactured gas only. Specify which type when you order!

No dealer or distributor can afford not to know the White deal. Inquire now!

Full line of Electric Table-tops and Cylinder Models. All capacities, all super-built, all "Water-Hotters".



We advertise White "Water-Hotters" nationally . . . you demonstrate and sell in volume!

White "Water-Hotter"
Units are 25% ahead of
the industry.
This White Success!

Mail Coupon Now!



NOW! GAS
"Water-Hotters"
too!



White Products Corporation
Middleville, Michigan

Gentlemen: Please send me the White "Water-Hotter" Story
My business letterhead is attached.

My Name _____
Address _____
City _____ Zone _____ State _____

101* reasons

why Vornado is imitated

WORLD'S FINEST AIR CIRCULATOR



- 1 Deep penetration of airstream to every corner
- 2 High velocity airstream with greater cooling power
- 3 Freedom from drafts and disturbing gusts
- 4 Quiet operation — usable in any location
- 5 Streamlined, modern, beauty the adorns the finest setting
- 6 Complete dependability under the severest operating conditions
- 7 Multiple speeds on a flexible performance
- 8 No need for hanging
- 9 Greater safety
- 10 Light weight
- 11 Dependability
- 12 Efficient
- 13 "I like it," Mr. C. T.
- 14 Beautiful in its good looks
- 15 Easy maintenance type Vornado
- 16 Finger-touch swivel directs airstream where you want it
- 17 Live rubber feet wobble Vornado down
- 18 Attractive grille finger touch for
- 19 On-off and speed control
- 20 Greater economy per watt
- 21 Useful for heat circulation
- 22 More healthful — no hot air creating a dry atmosphere
- 23 Occasional oiling and cleaning — price only servicing normally required
- 24 Guaranteed in writing by the manufacturer
- 25 Designed for easy, no-expense installation of all models
- 26 Complete range of types and sizes for every cooling need and purpose
- 27 Patented design features give you performance that cannot be equaled
- 28 Built to highest standards regardless of price
- 29 "Vornado"
- 30 "Put me on your list of satisfied users. I have all you claim it would do."
- 31 "Deep-pitched blades of one-piece propeller move more air with less fuss and noise"
- 32 "Coming from one strong support"
- 33 "Wonderful, it keeps my whole house cool. It has really been doing more than it was made for..." Mr. C. T., La.
- 34 "Takes the place of far costlier built-in fans on many cooling jobs"
- 35 "It is a wonderful fan. We have a large living room and it cools the room fine... does everything you say it does..." Mrs. C. B., Neb.
- 36 "Vornado maintains the circulation of air in closed areas — no odor mountings and wear"
- 37 "I have had hundreds of broader fans — five of them — would not do it." Mr. C. T.
- 38 "Approval models"
- 39 "Vornado devices, invariably with..."
- 40 "Vornado unit, commercial use"
- 41 "We have as yet no lodge rooms." Mr. C. T.
- 42 "Needs attained with minimum power loss through choke-coil control"
- 43 "Well pleased with our investment. Our Vornado has been everything it represented to be." Mr. M. B. D.
- 44 "I get a good night's sleep due to it. We turn it on low in our room, and what a difference it makes." Mr. Y.
- 45 "Vornado air-conditioning"

50 "Vornado" is a registered trademark of The O. A. Sutton Corporation, Wichita, Kansas.

*Complete list on request



NOW! THE Vornado TURNABOUT CASEMENT WINDOW FAN

Just hang it up!

DESIGNED AT YOUR REQUEST to cover the huge, untapped market of homes, apartments, hotels, offices and stores with casement windows. FITS INSTANTLY almost any casement window. No tools, no work required to install... and enjoy better cooling through Vornado's exclusive high velocity, deep penetration, better circulation.

MR. DEALER...
You take no chances when you feature the genuine **Vornado**. It has proved its public acceptance in every market in the United States with over a million users!



Easy to move — the perfect portable room cooler anywhere!



Three speeds for flexible performance — one day and night.



Fan head tilts at any angle to put airstream wherever wanted.



Turns about at a finger touch for intake or exhaust action.

A PRODUCT OF THE O. A. SUTTON CORPORATION • WICHITA, KANSAS

News

PROMOTION kits designed to allow retailers to capitalize on National Electric Housewares Week (April 14-22) were scheduled for distribution early this month. Officials of the Electric Housewares Section of NEMA, sponsors of the week-long promotion, said that interest evidenced at the Housewares Show in Chicago and in many localities across the country since that time indicates that the "week" will be well observed nationally.

Leading department stores have received a planning brochure from the *Saturday Evening Post* in whose April 15 issue the four-color ad announcing the campaign will break. And all retailers who order the promotion kit will receive a comprehensive plan booklet prepared by the NEMA group.

For the Retailer. Two promotion kits are available to the retailer from his electric houseware distributor. The first contains a four-color window display which ties the individual store in with the national advertising, window streamers, counter cards, 100 copies of a "homemaker's check list" which is featured in the ad, retail newspaper advertising suggestions, slogan mats, the plan book and 12 radio spots. This kit costs \$2. The second kit is priced at \$1 and contains all this material with the exception of the window display.

NEMA Suggestions. Headlined "Instructions for the Care and Feeding of Your Billion-Dollar Baby," the NEMA planning brochure opens with an appeal to retailers to study the suggestions made in it, to go over it with salesmen and to make sure that each salesman understands the importance and value of the promotion.

Included in the booklet are suggestions for capitalizing on the "week" promotion with grand openings, outside displays, treasure hunts, gift certificates, direct mail, do-it-yourself displays, window contests and cooperation from local merchants.

Check List. The booklet closes with a check list of preparations for the promotion. Retailers are urged to 1) reserve the week of April 14-22 for the promotion; 2) study the plan book; 3) order promotion kits; 4) hold plan meetings; 5) schedule newspaper ads and radio spots; 6) schedule window and interior displays; 7) arrange bill imprints and direct mailings; 8) check merchandise; 9) plan special store promotions; and 10) go after local publicity systematically.

NEMA Group Opens Promotional Activity With Electric Housewares Week in April

Retailers urged to begin planning their campaigns now; promotion kit includes practical planning guide

Post Suggestions. The *Post* planning folder contains a reprint of the national ad, several layouts for local advertising and a number of individual reference sheets containing data for copywriters who

prepare local ads, display ideas, radio copy, selling sign copy, selling sentences for salespeople, a list of manufacturers and a check list of appliances featured in the ad.

The folder opens with five

answers to the question "What's in it for you?". The answers explain the benefits of the promotion as 1) eliminating spring sales slumps in electric housewares by balancing the volume of business done in each half of the year; 2) getting a share of the billion-dollar promotional market via an aggressive, full mark-up promotional event; 3) keeping present profitable traffic volume in your store; 4) creating more year-round customers by putting the spotlight on a complete assortment of leading brands; and 5) selling more women the work and time saving benefits of modern electric housewares.

"Step up Selling Effort" Urges G-E's Andrews

The electrical appliance industry will sell a total of 41,390,000 units in 1950, officials of the General Electric Company predicted in January while urging a group of large retail store executives to step up their efforts to merchandise hard goods lines.

H. L. Andrews, vice-president in charge of the G-E appliance and merchandise department, charged that department stores had not "even begun to tap the market for appliances—particularly for dishwashers, garbage disposers, automatic washers and other new products." Asserting that the appliance industry has allowed merchandising and distribution to lag "desperately and pitifully" far behind engineering, research and manufacturing, Mr. Andrews predicted that 1950 "will be the start of an era known as the Age of Merchandising or the Age of Distribution."

"I beseech you to stop looking at soft lines," he said, "and start focusing your attention on the hard lines which the world is waiting for."

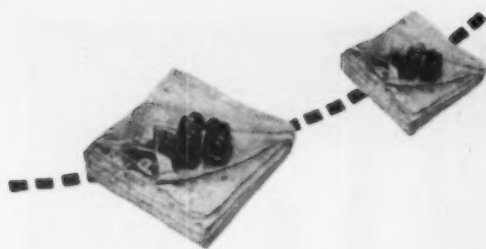
C. W. Theelen, manager of sales for the appliance department, warns retailers that they must do a better job of anticipating market developments in 1950 than in 1949. He said that department stores have seemed to be too interested in stock control and inventory and too frequently have not kept in an open-to-buy position.



FOUR COLOR ad reproduced above will appear in the April 15 issue of Saturday Evening Post and will spearhead the national promotion on National Electric Housewares Week, April 14-22.



**OVER
1,000,000
NOW IN USE...**



AND 1950

will see the greatest sales advance for General Electric Automatic Blankets!

There's simply no question about it. General Electric is the Automatic Blanket business! For product . . . consumer preference . . . and sales.

Right now, General Electric Automatic Blankets provide over one million enthusiastic owners with glorious new sleeping comfort. And 1950 will be a record year for sales. Here's why:

The finest line ever! General Electric's exclusive Automatic Blanket introduces a new kind of Bedside Control. It eliminates all thermostats from the blanket—so no annoying "lumps."

Blankets come in lovely shades of rose, cedar, green, and blue. Twin or full bed size in One-control models. Also a Two-control model for double-bed sleepers who like *different* degrees of sleeping warmth.

Biggest advertising program in the industry! 1950 will see a sales-loaded consumer advertising campaign concentrated during your best blanket season.

Approved by Underwriters' Laboratories, Inc.

Full pages in four colors, plus black-and-white pages and half pages will help your sales to new highs. Just look at the magazines that will carry these General Electric Automatic Blanket ads:

**COLLIER'S • SUNSET
GOOD HOUSEKEEPING
LADIES' HOME JOURNAL
NATIONAL GEOGRAPHIC
BRIDE'S MAGAZINE
MODERN BRIDE**

So, the sales moral for you is clear. Plan right now to really push General Electric Automatic Blankets in 1950.

With the finest products ever, the industry's biggest advertising campaign behind *your own sales effort*, you can't miss having your best year to date! Appliance & Merchandise Department, General Electric Company, Bridgeport 2, Connecticut.



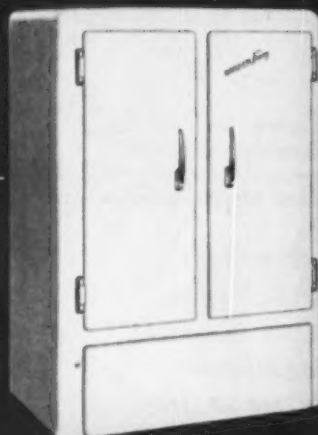
**FIRST IN SLEEPING COMFORT
AUTOMATIC BLANKETS
OVER ONE MILLION NOW IN USE**

GENERAL  ELECTRIC

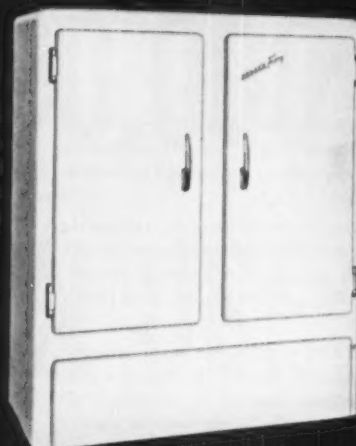
Tops in Value!



12
← CUBIC FT.
UPRIGHT



18
← CUBIC FT.
UPRIGHT



30
← CUBIC FT.
UPRIGHT



12 CUBIC FT.
CHEST



18 CUBIC FT.
CHEST

NEW 1950 MODELS and new 1950 prices are good news for Harder-Freez distributors and dealers. Tyler's reputation for outstanding value in freezers helps you sell against any competition. Exclusive new Center Plate Coil and 14 other major features! Some territories are still available.

HARDER Freez
THE ECONOMICAL
HOME FREEZER

by **TYLER**



**Distributors—Dealers—
write or wire TODAY!
TYLER FIXTURE CORP.
HARDER-Freez Div., Niles, Mich.**

EM-3

What Exhibitors Showed at Chicago Markets

(Pictures begin on page 55)

FURNITURE MART

Altorf Bros. Co. Chas. Deneen called attention to return of the square tub, their Town and Country glorified wringer washer. Shown elsewhere was their new automatic, A-B-C-Omatic, self-leveling, no gears.

Amana. A new 12-ft. upright freezer, 12 cu. ft. chest, 6 cu. ft. revised chest, and 9.2 cu. ft. refrigerator-freezer, were shown by Miss Frances Duncan.

Admiral. Dick Bamberg pointed out nine new refrigerators including two Dual-Temp models, six added electric ranges, and 11 television models, two table radios and one portable radio-phonograph.

Barton. New dryers, gas and electric, portable and cabinet deluxe ironers, give Barton the complete laundry, according to Joe Labitsky.

Bendix. New bolt-down automatic, tumble action, B211, Gyromatic G-311 and 316 with soap injector, two new dryers, gas and electric with outside venting, and the Dialmatic Economat which requires no special plumbing (it is filled manually).

Blackstone. Anne McManus, home service director, demonstrated the new low priced wringer washer, deluxe wringer washer, portable and table and deluxe ironer, and gas dryer, all of which give Blackstone a complete laundry line.

Coleman Corp. New Golden Anniversary line of oil space heaters, 32,000 to 75,000 Btu., was shown by Bill Haddon of Wichita.

Conlon Corp. Electric dryer, No. 8639, provides Conlon a complete laundry line. ZS-C cabinet ironer, 22-in. roll, knee press, R-200 30-in. roll ironer, knee control, were being shown by Frank Farrell.

Duo-Therm. Complete new line of gas floor furnaces, 35,000 to 60,000 Btu. shown in "19" and "25" series for homes with and without basements, was pointed out by E. M. Cray, assistant sales manager.

Detroit Vapor Stove. Brought out three and four-unit ranges in four colors, blue, yellow, green and tan. They are also available in white, according to J. P. Morgan.

Gibson. In addition to the line of refrigerators including the Touch-a-Tap with built in drinking water supply, and the seven electric ranges from apartment size to double-oven, an 18 cu. ft. home freezer incorporating a 2.5 cu. ft. sharp freeze compartment was shown at the markets.

General Air Conditioning. Combination four cu. ft. refrigerator and two and three-burner electric range models, together with vegetable storage bin, shown by Damon Raikie, Jr.

General Electric. A new portable no-special-plumbing dishwasher, seven electric ranges including a single oven model with built in pressure cooker, a double oven model, an 11-cu. ft. home freezer with dry storage bin, eight and 10 ft. combination refrigerator-home freezers, four ft. apartment, two six cu. ft. models, three standard eight ft. and two standard 10 cu. ft. model refrigerators, AW-6A-8 automatic washer

with water-saver, four redesigned wringer washers, four cabinet and one portable ironer, AVT-173 tank type cleaner, plus AVA809 attachments for upright cleaner, according to J. Willi, Philadelphia branch.

Hallcrafters. Line from 10 in. table television set to 19-in. chest type cabinet, including 16 in. table model with rectangular tube.

Horton Mfg. Co. Showing new 26 in. console ironer, single thermostat, 1250 watt, model 150 with "breathing roll" plus a gas dryer, automatic washer with low water consumption, 10 lbs. clothes capacity, according to Katherine Disser, home economist.

Kalamazoo Stove & Furnace. Four 40-in. electric ranges, three single-oven and one deluxe double-oven, three nine cu. ft. refrigerators, including deluxe model with frozen food compartment, shown by W. C. Allen, southeast regional sales.

Kelvinator Div. The 1950 showing had ten refrigerator models including four Masterpiece models, four 39 in. ranges and an apartment range in three and four surface unit sizes, shown by Andrew F. Wilson of public relations.

Lewyt Corp. Model 44 and the No. 99 commercial model cleaners were shown for the first time, according to Don Smith, advertising manager.

A. J. Lindemann & Hoverson. Five models in the new line of Electro-Host refrigerators, 7½ to nine cu. ft. sizes, two ranges in single and double ovens, home freezers in nine, 12 and 18 cu. ft. sizes.

Loneran Mfg. Co. Three-way fan for window or floor in 20- and 24-in. sizes, shown by W. A. Kilmer, Chicago district sales.

Marquette Appliances. Four electric and five gas ranges, including 20-in. apartment, 36-in. and full 40-in. in both electric and gas, an economy 8½ cu. ft. and deluxe 10 cu. ft. re-

frigerator, Ray Tardiff, northeast area district manager, advises.

Motorola. TV sets from 8½-in. table to 19-in. four-way combinations shown in their new space by W. R. Thompson of Motorola-Chicago Distributors.

Nineteen Hundred Corp. Showing their complete Whirlpool home laundry equipment of three wringer type washers, two automatic washers, an electric and gas dryer, three ironers, promotional type conventional washer and thrift model automatic.

Norge. Four models in six to 10 cu. ft. self-defrosting refrigerators, six regular and one special electric ranges in apartment to deluxe sizes, wringer washers in eight and nine lb. capacities, improved 18 lb. dry load automatic washer, freezers in eight, 15 and 23 ft. and a vertical freezer, according to B. H. Melton, Chicago manager.

Prentiss-Wabers. Four new electric ranges in 38-in. line were among new models shown by Bill Quinn of the factory.

Rainier Co. had a new idea in refrigeration, "Crystal Point," which maintains 31½-deg. temperature and 98 percent humidity. Also shown were two 36-in., three 40-in. electric ranges and a 20-in. apartment range in three and four burner sizes, six refrigerators in eight, 8½ and 10 cu. ft. sizes, four freezers in eight, 11½ and 16 cu. ft. sizes, according to R. E. Mercer, general sales manager.

Speed Queen Corp. Model 507 single-speed Simplex cabinet ironer, with end shelf and hinged cabinet is their new product, says Bob Hager, assistant sales manager.

Sutton Corp. Footstool floor model fan, plus two window, and a window casement fan which is also portable, have been added to the Vornado line, according to John Kinney.

Thor Corp. The Automagic sink and the new model 701 clothes dryer in electric and gas have their first showing, said Daniel J. Bales of the sink sales department at Chicago.

Westinghouse Electric Corp. Large capacity dishwasher with top loading and front opening, one Frost-Free and seven Colder Cold refrigerators, and the Rancho range with tuck-away space for stool for small apartments, were among new appliances shown by H. R. Bryant of Chicago Sales.

MERCHANDISE MART

A-B Stoves Div., Detroit Mich. Stove. Four electric ranges; one of them a six-burner double-oven model, three of them single-oven four-burner models, were shown. Three of the models were fully automatic.

Apex Rotarex Corp. Kelly Reynolds of Cleveland was showing the new 950 dishwasher sink combination with garbage eliminator, No. 970 free standing cabinet dishwasher with illuminated interior, glass lid, also the No. 990 Dish-a-Matic customized, adapted for continuous counter surface; a broader line of long-skirt wringer washers, improved styling of automatic washer with blocked fluting, a redesigned dryer to match Apex Wash-a-Matic. Also shown was a new chrome cylinder type cleaner with fitted "Arrow collar" dust disposal bag. Washable Nylon-flak filter, and two tools, coarse screen mop cleaning and fine screen mattress and drapery tools have been added to the kit.

Crosley. Here Nell Snavely was presiding over the new kitchen, showing a divided top, double oven range DDL-0, cabinets with Shelf-tray, Silent Server cart, sink with vegetable storage bin, kitchen freezer, etc. A stripped electric range with divided top, DDO, has been added to the complete kitchen line, radio and television lines brought out by Crosley last fall.

Coolerator. N. C. Sabee came down from Duluth to show visitors the newly added electric range line with seven models, five new spacesaver refrigerators, and their Freez-R-Ator chest type dual-purpose freezer with three ft. refrigerator compartment.

Deepfreeze Division. Here visitors saw the first showing of the Deepfreeze broadened line of appliances, water heaters in 20 to 80-gal. sizes, electric ranges in apartment to deluxe models, in addition to 6.7 to 11 cu. ft. refrigerators and seven to 20 cu. ft. freezers, with Wm. B. Rives, district sales manager, doing the honors.

Dexter Co. John Ward was showing the new Dexter dryer, which is so new that spec sheets hadn't yet arrived.

Easy Washer. Two new promotional models (with red trim) in spinner and wringer type washers were displayed, H. J. Garrity, Midwest division manager, putting them through their paces.

(Continued on page 112)

What's In a Name?



THREE OGDENS representing a leading department store, an electric utility and an appliance manufacturer swap stories at Hotpoint's fourth annual president's dinner during the winter markets. Left to right are J. B. Ogden of the J. L. Hudson Co., Detroit; W. F. Ogden, Hotpoint product planning manager; and C. F. Ogden of the Detroit Edison Co.

MR. DEALER: Here's big news for every retailer of electric appliances. This big 2-page advertisement in LIFE, March 13, introduces the great new Hoover AERO-DYNE Cleaner. This first ad in Hoover's most spectacular advertising campaign forecasts new sales records for Hoover dealers.

The New



LUCILLE BALL DEMONSTRATES THE EASE AND EFFICIENCY OF THE NEW HOOVER AERO-DYNE

LOVELY LUCILLE BALL, star of "My Favorite Husband," heard over CBS every Friday, shows how the Hoover AERO-DYNE does a more efficient cleaning job. It whisks up pesky dog hairs and clinging litter quick as a wink, gets *more* deep-down dirt faster, too.

SCIENTIFICALLY DESIGNED after hundreds of experiments by Hoover engineers, this great new "Controlled Suction" nozzle gives just the right combination of strong suction and air flow—*most effective suction* at the point of contact with the rug of any tank cleaner ever built! No wonder it's so much more efficient!

EASIER, EASIER CLEANING! The Hoover AERO-DYNE, easy to store, easy to get out, is a boon to back and arms. Gets into high-up places and odd corners so quickly. Gets under low furniture so easily. No stooping to attach or detach hose. Smooth gliding, non-marking runners.

PRESENTING A NEW
LIGHTWEIGHT CLEANER WITH A
NEW IDEA IN SUCTION CLEANING

Hoover

AERO-DYNE

You just knew that Hoover would give you the modern tank cleaner you wanted!

For 42 years Hoover has kept up with (and ahead of) the cleaning needs of American homes with America's most desired cleaners.

Now Hoover presents the newest, most modern cleaner... the great new lightweight Hoover AERO-DYNE Cleaner.

It cleans by "Controlled Suction"—a new idea in suction cleaning, which brings new efficiency to the tank-type cleaner.

And it represents a great new value in the tank cleaner field at only

\$79⁵⁰ *

including all cleaning tools in handy kit.
(Price slightly higher in Canada)

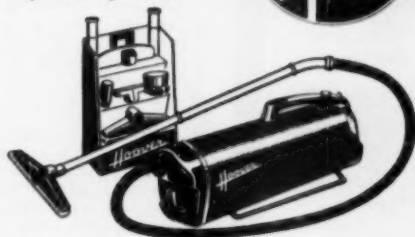
Hoover's exclusive new "Litter-Gitter" rug nozzle gets deep-down dirt and clinging surface litter faster than you ever thought possible, without "scrubbing" back and forth.

*Price subject to increase without notice

Your hands never touch dirt! Hoover's exclusive Dirt Ejector simply clicks it out!

See the great new Hoover AERO-DYNE. Hoovers are sold only by established local merchants, listed in your classified telephone book. Call for a home showing (no obligation). Don't put it off—take the lead with the great new Hoover AERO-DYNE!

ONLY \$79⁵⁰ DOWN
Easy monthly terms

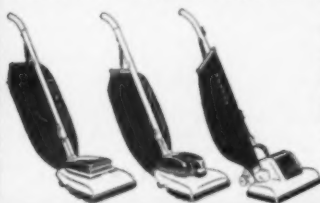


100,000 HOME SHOWINGS BY APPOINTMENT

During the next two weeks, Hoover dealer representatives will show the Hoover AERO-DYNE in 100,000 homes. Be among the first to see this great new cleaner. Phone your dealer now.

THE HOOVER COMPANY, North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

YOU'LL BE HAPPIER WITH A HOOVER!



Hoover is the leading name in cleaners; Hoover has by far the greatest line of cleaners. Three "Triple-Action" Hoovers for your choosing (priced from \$49.95 and your old electric cleaner) as well as the great new Hoover AERO-DYNE Cleaner.



Hoover also offers the new Hoover Iron... light, quick, easy. **127⁸**
(Price includes excise tax)



FOR THE SMALLER HOME the new Hoover AERO-DYNE does the complete cleaning job more quickly, more easily and stores away in minimum space.



FOR THE BIG HOME the new Hoover AERO-DYNE finds 101 uses upstairs and down from the heavy weekly cleaning to the quick, frequent "tidy-up" job.



DOES EVERY CLEANING JOB! The easy-handling Hoover AERO-DYNE is so versatile with its complete cleaning tools. Stair carpets, draperies, upholstery, bare floors, lamp shades, mattresses, crevices, corners, all can be kept clean with a minimum of time and effort. End and top carrying handles give easy mobility.

Sell every prospect with this complete line!



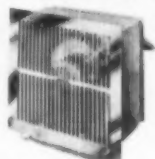
•ELECTRIC VENTILATORS

NATIONALLY ADVERTISED!

There's an ILG Electric Ventilator for every kitchen location... ceiling, wall or window... for every kitchen size... and for every household budget. With ILG, you meet every prospect's specifications. And ILG's selling program is just as complete as its line. National advertising, free counter demonstrator displays, literature, newspaper ad mats... everything you need for effective promotion. Find out today how ILG can help you step up your ventilator profits. Call nearby branch office or send coupon below for FREE bulletin.



New Ceiling Type



"Built-in" Wall Type



Panel Type



Package Type

SEND TODAY FOR FREE BULLETIN!

ILG ELECTRIC VENTILATING COMPANY •
2874 North Crawford Ave., Chicago 41, Ill.
Offices in more than 40 Principal Cities

☐ Please send me your FREE bulletin A-1042 on Electric Ventilators.

Company Name _____

Executive's Name _____

Address _____ Zone _____

City _____ State _____

Chicago Exhibitors

CONTINUED FROM PAGE 109

Eureka Vacuum Cleaner's upright S-250 "3 in 1" with floor waxer-polisher, and No. 700 tank cleaner with caddy kit were being demonstrated by Mrs. Janet Rosen.

Hotpoint. Among new items shown by Marie Stratig of the home economics department were rotary ironer LR-4, 26-in. roll; 11-cu. ft. freezer with storage bin; 10 and eight cu. ft. stripped model two-zone refrigerators, pre-plumbed dish-washer and five ft. kitchen, four cu. ft. refrigerator and 20-in. three-surface unit stove.

Elgin Kitchens. J. H. Rasmussen had on display a new 18-in. base cabinet with sliding bread board which accommodates meat grinder, 12-in. base cabinet with up-and-down tray container, sliding vegetable bin for sink or base cabinets, base and shelves. Also in this space were **Remington** air conditioners, ten models in window and consoles in 4 to 14 ton sizes, **Air-King** television and radios, the new line of eight to 23 cu. ft. **Revco** home freezers, and **D. M. Whitehead Co.** electric and gas water heaters.

Landers, Frary & Clark. The Select-a-Range with oven and surface units which can be arranged in combinations for any type of kitchen, and the 12-ft. all-aluminum home freezer, hermetically sealed package unit, were shown by Miss Mary McKevitt of the home economics department.

Magnavox Co. had on display its complete line of 11 television sets including five new models in the 12- to 16-in. category, and eight radio-phonograph combinations, five of which are Add-a-Television models.

Murray Corp. of America. New to the appliance field, this company had five electric ranges from the three-burner apartment size to a 40-in. model with extra large visible oven, matching kitchen cabinets with adjustable shelves, including broom cabinet. Table top cabinets in color are planned, according to Malcolm Lund, advertising and sales promotion manager, of the Scranton office.

Midwest Mfg. Co. Here was shown the Kitchen Kraft 66-in. kitchenette with 27-in. refrigerator, 18-in. sink under one-piece top, and 21-in. range. Also added are sliding shelves for floor cabinets, 27-in. Kustomized tops for counter-height refrigerators, new corner fillers and new width wall and floor cabinets, according to A. M. Bruninga, advertising manager.

National Sewing Machine. New here were a portable S-40 head sewing machine, two desk cabinet models and a carrying case, shown by Miss Virginia List of the Chicago office.

Perfection Stove. Shown for the first time were electric range model 1052 with divided top and a 50 gal. electric water heater, according to C. R. Dodge, city sales.

Rutenber Electric. Two new electric ranges (Marion), double oven and deluxe with warming oven shown here, too new for spec sheets.

Sessions Clock. Among new clocks shown here are French Chef kitchen clock, "Third Dimension" kitchen, recessed dial in five colors, a square alarm with black dial, desk or man-

tle camera case, square dial, wood, alarm or regular, fluted desk and radio upright with square metal dial, fluted flare-out, also mantel types in mahogany and maple with square dial, according to Paul Scharsig, office manager.

Joseph Wiley Organization. Here was shown the package deal of Taylor small washer, 110-volt clothes dryer, portable ironer, wherein the washer and ironer can be stored in the clothes dryer cabinet. Also shown were Zenith kitchen cabinets and sink combinations in single and double drainboards, nine and 16 ft. Jordan home freezers, also an 18 ft. upright freezer, and Lemco three-way hot plate and Lewis no-burn pancake griddle.

Youngstown Kitchens. Breakfast bar with whatnot, corner rotary base cabinet, "Cushien" counter tops in ten colors, wood 'chopping block' top, quarter-round base whatnot shelf, with rounded edges on doors and drawers now on all cabinets were the features pointed out by Clarence Fullerman, Pittsburgh District regional sales manager.

NAVY PIER

Aluminum Goods Mfg. Co. Brand new is the 9252-M automatic percolator, which has a four to eight cup capacity, and the six-qt. Mirro-matic pressure pan, shown at Navy Pier by W. Wollum of the factory staff.

Arvin Division. Noblitt-Sparks. Gordon Ritter showed the Lectric Grill, companion item to Lectric-Cook, and a combination fan and heater, portable.

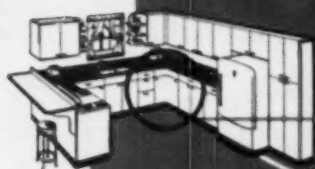
Chicago Elec. Mfg. Co. (Handy-breeze). Shown for the first time were 16-in. combination floor circulator and window fan, Plexiglas window fans in 10- and 12-in., 10- and 12-in. oscillating fans, said N. B. Elrod, Dallas representative.

Cory Corp. The Matic Maid, portable dishwasher requiring no plumbing connections, had the place of honor. In the same exhibit space was an all-plastic circulator floor fan, cocktail table style, three-speed, in both a.c. and d.c., shown by Fresh'n'd-Aire, along with an eight-in. combination window and portable Fanette, also available in 10-in. size.

Dazey Corp. New things shown here included twin Sharpt knife sharpener with honing wheel added, two-lb. coffee dispenser, Thoro-Mixer paint mixer which fits over paint pail, Tile-tite and stainless steel vacuum type bracket, four-qt. butter churn, two-qt. ice cream freezer, which Al Turner demonstrated.

Dominion Electric. Two-heat semi-automatic percolator, combination waffle iron and sandwich toaster, with waffle and sandwich grids; complete new line of nine fans, from eight to 12 in. desk and bracket styles, also combination 12-in. window ventilator, desk and portable fan; table stoves including 1000 watt, three-heat model, and monotube, porcelain top, deluxe model, shown by M. V. Rutherford, sales manager.

Dorby Co. An infra-red broiler (Continued on page 116)



Here's a

NEW FEATURE

that makes LYON Kitchens even easier to Sell

LYON'S NEW REVOLVING CORNER BASE

Lists at only

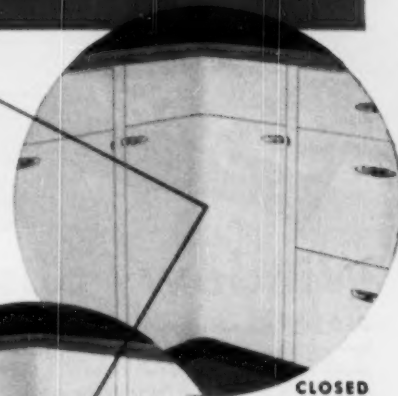
\$57⁵⁰

Slightly higher West of the Rockies

Here's a sales clincher! Display it—demonstrate it—see how many "on the verge" prospects it swings to LYON. And notice how it's priced—far below all competition.

This new revolving corner base makes convenient use of space normally wasted. Its design (rounded edges and curved corner) matches Lyon's modern beauty. It has Lyon's famous Tap-O-Matic handles which provide positive latch in closed position.

Now, more than ever, LYON talks quality and features at a price.



CLOSED



OPEN

Mail This Coupon Today for the latest information on LYON's complete kitchen line, sold at direct-to-dealer prices.

LYON METAL PRODUCTS, INC.
321 Monroe Ave., Aurora, Ill.

I would like to know more about the LYON Kitchen Cabinet dealership you have to offer.

NAME _____

ADDRESS _____

CITY _____ STATE _____

A PARTIAL
LIST OF
LYON
PRODUCTS

LYON
METAL PRODUCTS, INC.

General Offices: 321 Monroe Avenue, Aurora, Ill.

Factories:

AURORA, ILL., YORK, PA., CHICAGO HEIGHTS, ILL.

Sold Nationally through Factory Branches and Dealers

- | | | | | | | |
|------------------------|---------------------|-------------------|--------------------|--------------|-----------------|---------------------|
| • Shelving | • Kitchen Cabinets | • Filing Cabinets | • Storage Cabinets | • Conveyors | • Tool Stands | • Flat Drawer Files |
| • Lockers | • Display Equipment | • Cabinet Benches | • Bench Drawers | • Shop Boxes | • Service Carts | • Tool Trays |
| • Wood Working Benches | • Hanging Cabinets | • Folding Chairs | • Work Benches | • Bar Racks | • Hopper Bins | • Desks |
| • Economy Locker Racks | • Welding Benches | • Drawing Tables | • Drawer Units | • Bin Units | • Parts Cases | • Stools |
| | | | | | | • Sorting Files |
| | | | | | | • Revolving Bins |

FOR YOU THROUGHOUT 1950

There's *More* than the Difference Between



Albert G. Gb, Sales Electrical Supply Co., New York City says: "There's a lot more to figuring profits on fans than the difference between cost and selling price. Returns by customers for repairs aren't only annoying to the customer and embarrassing to the dealer, they also eat up a dealer's profits. That's why we feature Signal and Cool Spot . . . the fans that stay sold!"



Stanley Lorsch, Tri-Par Radio Co., Chicago, Illinois says: "The many new designs in the Signal line make it complete and versatile. The Electrically Reversible Window Fans will be big sellers. They are built right and priced right."



"The fact that Signal makes their own motors for Signal and Cool Spot fans is a real sales point," says A. G. Sakau, Electric Maintenance & Repair Co., Jackson, Michigan. "The motor is the heart of the fan and you can depend on Signal motors to give top performance for many years because Signal has been building motors for more than half a century."

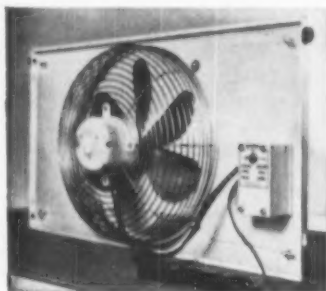
Signal

**COOL
SPOT**

Top the 1950

NEW Electrically Reversible Window Fans Pace Fast-Selling *Signal* Line

FEATURES • Electrically reversible capacitor type motor—on models WR-122 and WR-162 only. • Ideal for night cooling—no special carpenter work or wiring required, just plug in. • Fit wide variety of window sizes—wing nuts provide finger-tip control for sliding, telescopic panels. • Neutral Ivory, baked enamel finish harmonizes with other room furnishings. • Quiet operation—rubber cushioned motor mounts block transmission of noise. • Safety-engineered—closely spaced, bright wire safety guard keeps fingers and curtains away from whirling blades. • Maintenance-free—oilless type bearings and experience-proven quality construction make *Signal* fans sell and stay sold. • Special voltages—available on all fans; add 10% to list price.

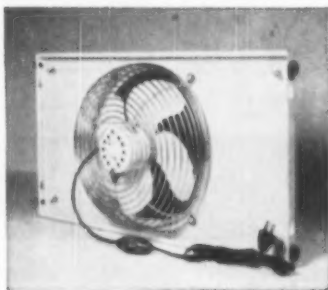


WR-122 ELECTRICALLY REVERSIBLE WINDOW FAN—50-60 cycle, 12" blade, 1-speed each way, switch on panel, delivers 800 C.F.M. in both directions.
LIST PRICE—\$30.72

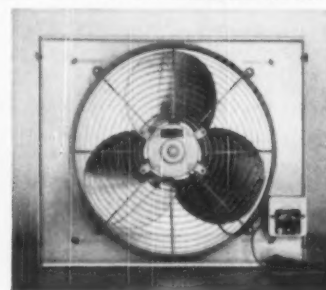


WR-162 ELECTRICALLY REVERSIBLE WINDOW FAN—50-60 cycle, 16" blade, 2-speeds each way, switch on panel, delivers 1500 C.F.M. in both directions. Shown here is a typical, handsome bedroom installation.
LIST PRICE—\$41.67

W-101 WINDOW FAN
50-60 cycle, 10" blade,
1-speed, switch in cord,
delivers 550 C.F.M., non-
reversible only.
LIST PRICE—\$16.72



W-121 WINDOW FAN—50-60 cycle, 12" blade, 1-speed, switch in cord, delivers 800 C.F.M., non-reversible only. **LIST PRICE—\$23.72**



W-201 WINDOW FAN—50-60 cycle, 20" blade, 3-speed, switch on panel, delivers 2200 C.F.M., non-reversible only. **LIST PRICE—\$61.20**

Signal

WINDOW FANS • DESK FANS • PEDESTAL FANS • KITCHEN VENT FANS • EXHAUST FANS • VENT FANS • DRILLS • DRILL STANDS • GRINDERS • FLOOR FANS • AUTOMATIC SHUTTERS

Cost and Resale in Figuring Fan Profits!



"Signal's new Window Fan Line is a real leader," states Clark E. Triplett, Triplett Appliances, Wilmette, Ill. "They are designed right, built right and priced right! We are sure that the electrically reversible feature will make the Signal Window Fan the most popular fan on the market."



Harold Burfin, Manager, Airport Hardware, Seattle, Wash., says "We sell Signal because they have a fan line that is complete and versatile. You can be sure that, whatever your customer's requirements, there is a Signal or Cool Spot fan that will fill the bill. And you can be sure, too, of a satisfied customer, for Signal fans are built for years of trouble-free service."



Chas. H. Hill, Jr., Inwood Hardware, Dallas, Texas, says "In every way, Signal and Cool Spot fans are more than favorably competitive. . . quality, design, price and performance. We are enthusiastic about the Signal and Cool Spot line because every model is built to sell and stay sold!"

BEST SELLER LIST!



DESK FANS

FEATURES • Functional design is combined with smart, streamlined styling. • Oscillating unit is adjustable for oscillating or non-oscillating operation. • Bearings are porous bronze composition, oilless type. • Vibration free, quiet type blades. • Good-looking, neutral finishes blend beautifully with office and home furnishings. • Special voltages available on all fans; add 10% to list price.



MODEL 1049—50-60 cycle, 10" oscillator, 1-speed, delivers 600 C.F.M., light tan finish. LIST PRICE—\$14.96



MODEL 1349—50-60 cycle, 12" oscillator, 2-speed, delivers 800 C.F.M., opalescent Windsor green finish. LIST PRICE—\$22.98



MODEL 1449—50-60 cycle, 16" oscillator, 3-speed, delivers 1250 C.F.M., opalescent Windsor green finish. LIST PRICE—\$31.86



MODEL 450-A—25 to 60 cycle A.C. or D.C., 10" oscillator, 2-speed, delivers 740 C.F.M., glossy black enamel finish. LIST PRICE—\$29.77



MODEL 962—50-60 cycle, 10" oscillator, 1-speed, delivers 700 C.F.M., opalescent Windsor green finish. LIST PRICE—\$19.70



MODEL 961—50-60 cycle, 12" oscillator, 3-speed, delivers 800 C.F.M., black wrinkle finish. LIST PRICE—\$20.38



MODEL 1251—50-60 cycle, 16" oscillator, 3-speed, delivers 1500 C.F.M., glossy black enamel finish. LIST PRICE—\$39.90



PEDESTAL FANS



MODEL P-1251—50-60 cycle, 16" oscillator, 3-speed, delivers 1300 C.F.M., blue-gray wrinkle finish, telescopic floor stand provides height adjustment from 4' 6" to 7' 6"—Rear to center of fan. LIST PRICE—\$56.70



MODEL CF-34—50-60 cycle, 24" air circulator, 3-speed, delivers 3500 C.F.M., black wrinkle and nickel finish, telescopic floor stand provides height adjustment from 4' 4" to 7' 6"—Rear to center of fan; wing nuts allow fan to be tilted varying angle of operation from vertical to 15 degrees below horizontal in 15 degree angles. LIST PRICE—\$89.38



SECRETAIRE

MODEL T-12—50-60 cycle, 12" floor fan, 3-speed, delivers 2400 C.F.M., beverage resistant, hand-rubbed walnut finish. LIST PRICE—\$49.33



KITCHEN VENT FANS

MODEL V-50A—10" ventilating fan, 1-speed, delivers 650 C.F.M., finish inside frame and door white baked enamel, balance brown enamel, shutters aluminum. Available in A.C.-D.C. models and to fit wall thicknesses up to 24". LIST PRICE—\$31.50



Here's the Scoop on ONE WAY TRAFFIC Appliances!

Briefly, Signal and Cool Spot Fans are made to sell . . . and stay sold! You sell 'em and pocket the entire profit, because they don't come back for repairs which eat away your profit. Yes, there's more than the difference between cost and resale in figuring fan profits . . . find out about Signal's ONE WAY TRAFFIC Appliances at once!

MAIL THIS COUPON TODAY!

Signal ELECTRIC MANUFACTURING CO.

DEPT. A-11, MENOMINEE, MICHIGAN

© Copyright, Signal 1950

There's a breeze to please every one of your customers!

Signal Electric Mfg. Co.
Dept. A-11
Menominee, Michigan

RUSH complete information and discount schedule on Signal's ONE WAY TRAFFIC Fan Line!

I am: Check one— ☐ Dealer* ☐ Distributor

Name _____

Address _____

City _____

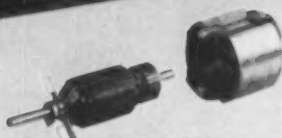
State _____

*If Dealer, give us name and address of your Distributor

*Bring 'em in
AND
Bring 'em back*

with appliances
powered by . . .

**Lamb Electric
MOTORS**



Small series universal motor parts specially designed for food-mixers and sewing machines.



This fan motor has rubber grommets supporting legs to assure quiet, vibrationless operation.



Compactly designed turbine motor . . . driven by a high-speed series motor . . . particularly adaptable to the canister type vacuum cleaner.

To bring customers into your store, advertise and display appliances powered with Lamb Electric Motors . . .

And after they buy, the outstanding performance of the appliances will bring your customers back . . . to make other purchases.

THE LAMB ELECTRIC COMPANY
KENT, OHIO

Lamb Electric
SPECIAL APPLICATION FRACTIONAL HORSEPOWER **MOTORS**

Chicago Exhibitors

CONTINUED FROM PAGE 112

with 9 x 12 broiling surface has been added to the line, according to S. N. Becker.

Dormeyer Corp. Three mixers have been added to this line: Dormey, horizontal type hand mixer; "The Budgeteer," regular type, without juicer; and "Meal Maker," a full power mixer with juicer and meat grinder. Also Fri-Well, a deep fat fryer, was shown by Taylor Paisley, Michigan representative.

Dulane Mfg. Prominent were Fry-ryte deep fryers in twin, single and commercial sizes. The F-1-S single model is in chrome with satin band finish, as shown by John E. Roger.

Ekco Products. "Flint" stainless steel kitchen tools with laminated wood handles, and Super-Miracle four-way can opener, were among new products shown here by Maurice Cossman, Detroit district.

Emerson Electric. Here was shown a new line of 16-, 20-, 24- and 30-in. window fans and a 16-in. combination window and portable, according to I. L. Kordenbrock, district representative.

Enterprise Aluminum. Four- and seven-cup electric percolators were new in this line, said J. Walter Eckenrode, of the sales department.

Fasco Industries. Too new for spec sheets were a kitchen ceiling ventilator, 10 in. floor circulator, 12 in. three-speed oscillating desk fan, and 10 in. deluxe oscillating desk fan shown by C. W. McLaughlin of the sales dept. and Harry P. Toppin, president.

Finders Mfg. Co. Here were shown the new Automatic Deepfry, Waffler-Grill, oven-type broiler and model No. 80 broiler, in the Hollywood line.

General Electric Co. Newly added is combination steam and dry iron with convenient control for steam to dry changeover, a 10-in. directional (non-oscillating) desk fan, re-styled mixer with speed indicator, 24 lb. iron and 1000-watt iron. J. Abrahams of the New York staff greeted visitors.

A. C. Gilbert. Redesigned line of fans including window and floor combination, propeller type, window ventilator-reversible, floor circulator, eight-in. stationary desk fan, eight-10- and 12-in. oscillating desk fans, regular mixer with twin nylon beaters and hand mixer with nylon beater were among products shown by K. P. Fallon, general sales manager.

Hamilton-Beach. The Mixette hand mixer in a gift package and pyrex bowls on regular mixers were new at this show, according to John H. Egan.

Hamilton Mfg. Corp. Low-priced step-stool, enameled high chair and youth chair were new models shown by C. J. Keenan, Chicago representative.

Hankscraft Co. Vapor-Master, Jr., cold inhaler, automobile bottle-warmer which plugs into cigarette lighter receptacle, and animal night lights are new at this showing, according to W. Ramsey of the factory staff.

Kisco Co. had on display their new cocktail table floor circulator fan which has a mica top, Regal-Aire floor circulator fan in green and fawn color, adjustable home win-

dow fan in 12-, 16- and 20 in. sizes, Trav-L-Air three-way floor, desk or wall fan, according to H. J. Hogglen.

Knapp-Monarch. In the Silver Anniversary line was shown a two-burner hot plate, 1650 watts, 16-in. window fan, single speed, with sliding panels adjustable to any window, and a 10-in. oscillating desk fan, being shown by Frank Ring, Louisville representative.

Manning-Bowman. Brand new is the all-metal hassock type floor fan, three-speed, 12-in., being shown by Harold Paley, Bersted, N. Y.

Naxon Utilities Corp. A fully automatic french fryer in three models, pre-set, with built-in thermostat and deluxe with adjustable thermostat, and two models of fully-electrified frying pan, thermostat controlled, and electric chicken fryer in two models, were new products shown by Norman Rubin of the factory staff.

National Pressure Cooker. Presto vapor-steam iron with Vapo-Miser with fiberglass iron rest was the newest product shown by Clifford Larsen, factory representative.

Nicro Steel Products. The electric cocktail shaker and re-styled coffee-maker line were demonstrated by Lee Arter, manufacturers' representative.

NuTone. Illuminated house numbers
(Continued on page 120)



WAIT..
till he sees what
Westinghouse
is going to..

SPRING
THIS
Spring!
on Laundromat
on Clothes Dryer!

See big announcement in April
Electrical Merchandising
Electrical Dealer
Retailing Daily
and other trade papers



Get up there and see what makes Bendix so HOT!

High quality at low prices plus highest consumer preference

—backed by solid advertising and hot promotions

—builds volume and profits. New Bendix Dialamatic **\$169.95**

New Bendix Economat **\$189.95** . . . New Bendix DeLuxe **\$199.95**

New Bendix Gyramatic **\$249.95** . . . New Bendix Gyramatic with

soap injector **\$269.95** . . . New Bendix Dryer **\$199.95** (electric model)

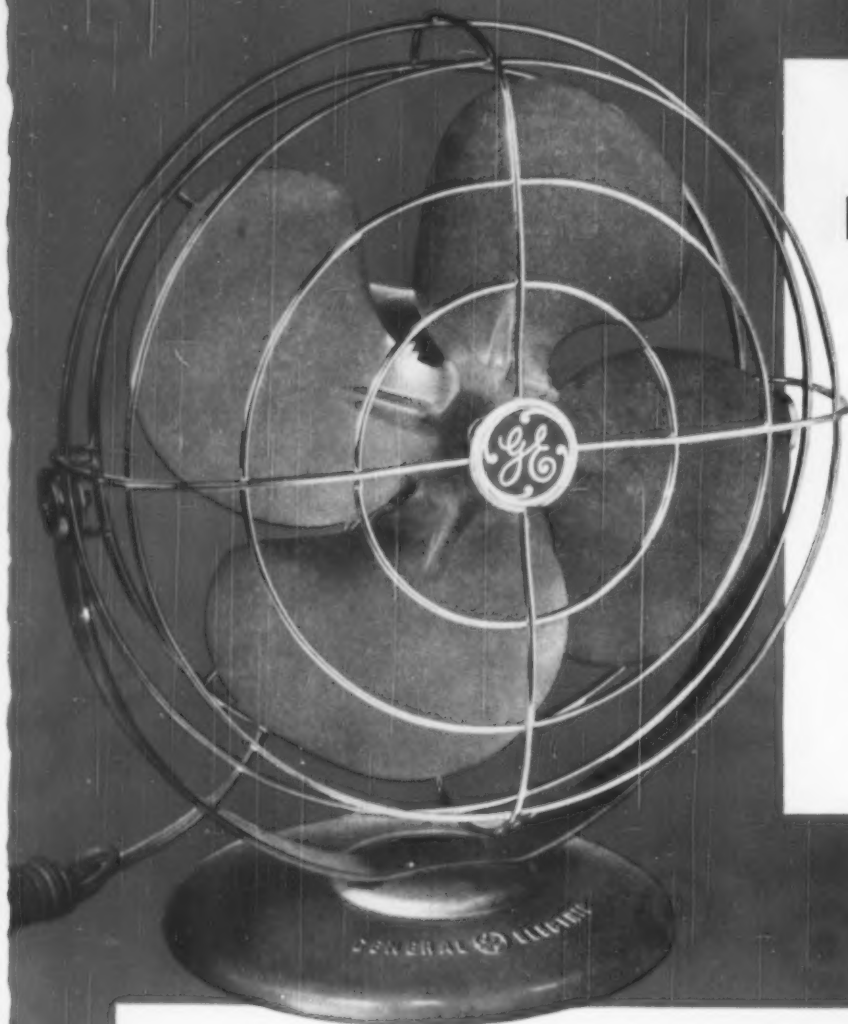
BENDIX
automatic
Washers
DRYERS IRONERS

BENDIX HOME APPLIANCES, INC. • SOUTH BEND 24, INDIANA

ELECTRICAL MERCHANDISING—MARCH, 1950

PAGE 117

Order early to get



NEW LOW-PRICED MODEL!

Model FM 10NS1

10-inch U-bracket Fan

\$12.⁹⁵

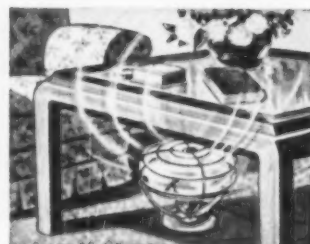
Including Federal Excise Tax.

Price subject to change without notice.

Two Fans in One!



1 Can be used as standard-type fan . . . on table, desk, mantelpiece or wall. Directs flow of cooling air where you want it.



2 Fan swivels upward on bracket—makes handy floor-type fan when set under table. Circulates cool air throughout room.

General Electric's great line of fans!

REMEMBER LAST YEAR?...hot weather struck early and you just didn't have enough G-E Fans to meet the demand!

Get set early this year by stocking up now on General Electric's great line.

And what a line it is!

For G-E Fans are backed by nearly 60 years of engineering skill—are leaders in consumer preference and demand. There are G-E Fans for all your customers—for home, for office, for factory. And they come to you in 1950 at new low prices!

Huge Triple Advertising Campaign

"Hot Weather" Newspaper Promotion—runs in your own local newspapers right in the middle of the first heat

wave. Tie in when this promotion breaks—let your customers know you have the fans they're reading about!

"Hot Weather" Spots on 88 Radio Stations—hit your customers when they want a G-E Fan most—before and after a hot, sleepless night, or right after a "continued hot" weather report!

National Ads in *Saturday Evening Post*—every other week from April 15 through July 22. Reminds your best fan customers to get set for hot weather with a G-E Fan!

Complete Promotion Helps

A whole kitful of material to help you sell! Contains a full-line catalog, fan mat book, consumer mailing pieces, and

colorful window streamer, plus a G-E Fan display that's really a stopper! General Electric Company, Bridgeport 2, Connecticut.

AND REMEMBER...

Every G-E Fan carries the famous General Electric Warranty. Tell your customers they'll get a new fan promptly, if their G-E Fan should prove defective in material or workmanship within one year from date of original purchase.

There's no waiting around for "factory repairs" during hot weather!

NEW, LOW PRICES—BETTER VALUES!



MODEL FM 24M21
24-inch Superquiet Air Circulator. G.E.'s greatest air mover! **\$119.95**



MODEL FM 110C1—Wall Cabinet Fan. Ideal for kitchen and laundry! **\$44.95**

MODEL FM 16V23
16-inch Master Superquiet Fan. G.E.'s most powerful office fan! **\$49.95**



MODEL FM 12S42
12-inch Home Fan. Changes from oscillating to non-oscillating! **\$29.95**



MODEL FM 12V43
12-inch Large Superquiet Fan. Cools the office quietly! **\$39.95**



MODEL FM 10S63—10-inch Home Fan. With the enclosed oscillating mechanism! **\$15.95**



MODEL FM 10M1—10-inch Floor Fan. With extra base to convert to desk-type fan! **\$21.95**



MODEL FM 12M41
12-inch Superquiet Pedestal Fan. With famous Vortalex blades! **\$59.95**

STOCK UP EARLY ON THE FANS THAT GIVE YOU MOST

TO HELP YOU SELL...AND SELL...AND SELL—G-E FANS!

All prices include Federal Excise Tax.

GENERAL



ELECTRIC



She'll say YES, YES
to your **sewing machines**

YES!...if you feature the sewing machines with the features that women want—good-looking, modern models—**THE MACHINES DISTRIBUTED BY Graybar**

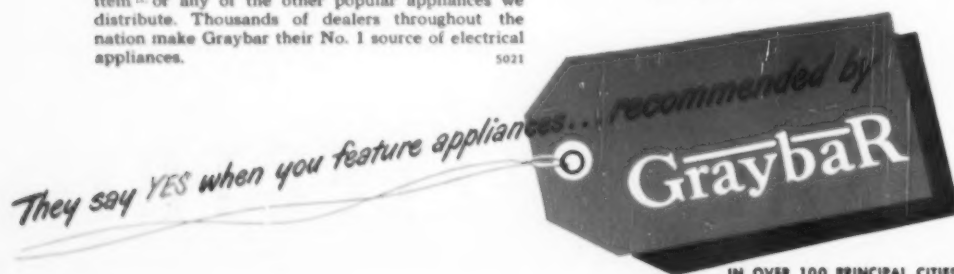
YES!...if you use good selling methods—modern merchandising and promotion tools—**THE SALES HELPS AVAILABLE FROM Graybar**

If you haven't yet investigated the advantages of adding sewing machines to your appliance line, call your local Graybar Appliance Specialist!

He'll give you all the facts about this much-desired item—or any of the other popular appliances we distribute. Thousands of dealers throughout the nation make Graybar their No. 1 source of electrical appliances.

5021

Appliance Department
GRAYBAR ELECTRIC COMPANY, Inc.
Executive Offices:
Graybar Building, New York 17



IN OVER 100 PRINCIPAL CITIES

Exhibitors (Continued)

have been added to their line, according to L. B. Dreifus, factory. **Proctor Electric Co.** The 2-in-1 steam iron, plus ironing board covers in four colors, were being shown by Mrs. L. Fleming, New York. **Rival Mfg. Co.** Here were shown the redesigned twin-heat electric broiler grill, Can-O-Mat Jr. can opener with lift-off lid for cutting blade cleaning, No. 462-C single action juicer, Rival whole orange juicer with enclosed gears, and meat grinder, together with adjustable-grind coffee grinder, with Jackson Torgan pointing out the features.

Royal Vacuum Cleaner (P. A. Geier). Model No. 279 upright cleaner with automatic rug adjustment, newly designed bag and new type motor housing. Hand Cleaner No. 297 with new bag design, and redesigned tank cleaner with disposable paper bag, were shown by N. J. McLeod, director of sales.

Son-Chief Electric. A pop-up toaster, Magic Maid, and two 10-in. desk fans, oscillating and non-oscillating, plus hassock type air circulator, were shown by Marvin Tanner of the factory staff.

Swartzbaugh. A roaster ensemble which is a complete unit for electrical cooking with electric time clock; and the "Talking Roaster," a self-demonstrating unit with sound and pictures for consumer use, had R. F. Kinervater of the sales department in attendance.

Sunbeam Corp. New for this show was the egg cooker, and a special "Treasure Chest" wedding gift assortment which includes the toaster, Mixmaster, Coffeemaster, Ironmaster, Waffle Baker and egg cooker, especially designed for group giving. **Swing-a-Way Mfg.** A left-hand can opener, and a cabinet can opener in white, has been added to the regular line, which now includes yellow color, according to Al Johnson, advertising manager.

Telechron, Inc. The Advisor kitchen clock in four colors, "Bell Alarm" 7H155, Luminous dial alarm clock 7H161 in the lower price bracket, are new additions, says John Babb, Chicago office.

Toastermaster Div. (McGraw Electric). Shown first at this show was the waffle-baker set with tray, bowl, pitcher and ladle, the waffle baker featuring non-sticking grids, with Warren Bowes, Canadian representative, handing out the waffles.

Westinghouse Electric Corp. A new hand iron with fabric set dial, personalized temperature control for fast, medium and slow ironing speeds; Menu-Master electric grid-dle for roasting, frying and toasting; F-10 upright vacuum cleaner, low priced automatic with head light; roaster-oven with signal light temperature control and look-in lid; two-handled coffee maker CM-81; pop-up toaster No. TO-91 with push-up feature, and a new fan line including 10-in. non-oscillating desk fan, Debonaire floor hassock fan, combination window ventilating and desk fan, with restyled colors in the regular line.

W. W. Welch Co. Air Flight reversible twin window fan, three-speed, for casement or sash window, No. 15 floor type circulator, three speed, sealed-in motor, were new at this showing, according to L. H. Welch, sales manager.

DOW MAGNESIUM RODS

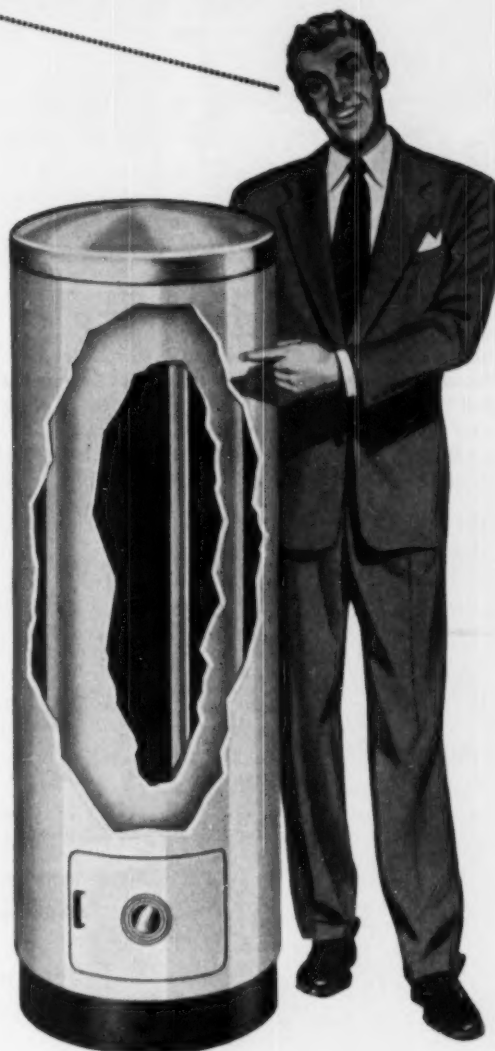
Mean More Heater Sales • Greater Profit for You!

This great Dow development is a real sales opportunity for you! Now you can sell water heaters *scientifically* protected against tank corrosion. The Dow Magnesium Rod bears the brunt of the corrosive attack instead of the tank. Your customers can get longer tank life, cleaner, clearer water free from unsightly rust. You will have a better chance to sell quality heaters when your customers know the water storage tank is protected against corrosion and premature leaks by a Dow Magnesium Rod.

And remember that there's no substitute for *Dow Magnesium Rods*. They are alloyed from virgin magnesium to carefully controlled specifications that assure maximum life and efficiency. Iron, copper, and nickel impurities that reduce the life of the rod are held to very low limits. When you sell a heater equipped with a Dow Magnesium Rod, you are giving your customer the best protection available against tank corrosion and rusty water.

Leading manufacturers are equipping their heaters with Dow Magnesium Rods. They are taking advantage of this low cost protection against heater failure due to corrosion.

You will want the facts too—contact your manufacturer. He has complete information. If not, ask him to write to Dow.



Magnesium Division

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

New York • Boston • Philadelphia • Washington • Atlanta • Cleveland • Detroit
Chicago • St. Louis • Houston • San Francisco • Los Angeles • Seattle
Dow Chemical of Canada, Limited, Toronto, Canada



"The only reason we're in

Mr. & Mrs. O. W. McCluer of McCluer's Appliances, Lima, Ohio, tell how they started from scratch . . . zoomed into a full-fledged appliance store through Ironrite sales alone. The big, rich Ironrite market and Ironrite's selling plans can help your store hit the jackpot, too . . . but fast!



"It's a FACT," say Mr. and Mrs. McCluer. "Ironrite literally built our business."

"We sold ironers from our home in '37 for extra income. But we had a lion by the tail. Ironrite sold so fast that the next thing we knew we set up shop and grew into a full-line appliance store!"

Ironrite gets the play

"Ironrite still gets the push with us. We learned early that demonstrations pay, and we make them our keynote even today. Every person in the store has earned his Ironrite S-X Club pin by learning to iron a shirt, so any one of us can operate any model on the floor."

"Building a healthy prospect list by hammering

away with store and outside group demonstrations, plus hitting hard with displays, local ads, promotions and shows, is part of the Ironrite sales plans. When we get the prospect we follow through with individual attention, usually offering a free home trial of Ironrite."



"Our sales with Ironrite give us the cleanest profit on any appliance in the house. An industry leader like Ironrite, with no saturation and no trade-ins, price cutting or discounts, gives us big profits we don't have to split with anyone!"



Like to learn more about big Ironrite profits? Step across the page, please, for a few words with Ironrite's General Sales Manager.



business is Ironrite!"



"Success stories of Ironrite dealers are bulging our files!" says Hal Biddle, General Sales Manager. "Literally hundreds of appliance dealers are discovering the Ironrite sales plans are one sure way to make big appliance profits. The facts behind the story are almost unbelievably simple . . .



"Basically, the automatic ironer market is wide-open. Saturation is less than 10%, leaving more than 90% of the rich potential still open. And Ironrite's in top spot . . . Last year, we sold more than 45% of the industry total in our price class! Can you name another major appliance that can say that?



"Look at Ironrite's 1950 advertising! There are full pages in 5 great magazines—McCall's, Better Homes & Gardens, Successful Farming, Household and Sunset. Add Ironrite's TV playlets! Makes Ironrite the heaviest national advertiser in the industry! (The coupon below can bring you heavy profits, too!)



"Everybody's with you at Ironrite. We go all-out to give you the kind of selling assistance that really helps. There's a wealth of displays, sales aids, factory-trained Home Service Advisors to aid in training and demonstration, plus merchandising helps and Ironrite's famous color movie. You can't miss!



"Trade-ins and deals never cut into your profits with Ironrite. Every sale is clear and clean. Get in now. Get your demonstrators and instructors organized. Tie in with local ads. Use plenty of display space to feature Ironrite. You'll get more profit selling Ironrite than selling any other major appliance!



"Get your free copies of the all-new dealer book, 'Plans that Sell Ironrites at a Profit.' It's crammed with the best sales plans of our twenty-eight years' experience in selling Ironrites. It works for big stores as well as small. Ask your distributors about it. Or send me the coupon below. Do it today!"

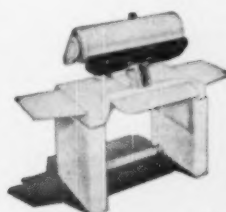
Ironrite



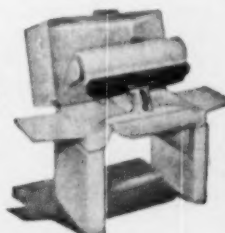
IRONRITE INC.

Exclusive manufacturers of ironers since 1921

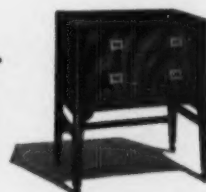
MT. CLEMENS, MICHIGAN



Model 80. Open-model Ironrite. All the famous Ironrite selling features.



Model 85. Fast-selling, closed-top Ironrite. White enamel finish.



Model 88. Smart Ironrite Cabinette that sells as fine furniture.

Hal Biddle, General Sales Manager
IRONRITE INC., Mt. Clemens, Michigan

I want "in" on those Ironrite sales! Rush me my free copy of "Plans That Sell Ironrites at a Profit."

NAME _____

FIRM NAME _____

STREET & NUMBER _____

CITY _____

ZONE _____

STATE _____

NICHROME heat-powers

GENERAL ELECTRIC'S

ultra-modern

FAN HEATER



When it comes to delivering plenty of heat fast, this newly-developed G-E Fan Heater knows its job! Its highly polished aluminum reflector is actually a concave fan blade which not only radiates but throws concentrated heat as it rotates.

The handy swivel mounting permits instant adjustment of heat direction to any point from horizontal to vertical. Thus, at a flip of the switch, you obtain a steady supply of radiant and forced-draft heat that can be directed anywhere—up to the ceiling, for quick heat distribution thruout a room; straight toward you, for extra warmth or hair-drying; onto washed clothes, in order to hasten laundering; into damp closets, to dry them out fast.

And G-E uses heating elements of Nichrome V resistance wire for this superlative fan heater. Nichrome has set the standard of quality in appliance heating units for nearly 40 years.

Yes, when customers demand merchandise that assures them years of dependable service, there's nothing like being able to say "heated with Nichrome." For Nichrome, the very heart of good electrical appliances everywhere, provides a plus value that wins quick consumer acceptance—enables you to sell more customers and keep them sold.

If the manufacturers of appliances you handle are not using Nichrome, why not profit by asking them to do so?



Nichrome is manufactured only by
Driver-Harris Company
 HARRISON, NEW JERSEY

BRANCHES: Chicago, Denver, Cleveland, Los Angeles, San Francisco
 Manufactured and sold in Canada by
 The A. BRIDGEMAN COMPANY, Ltd., Hamilton, Ontario, Canada



U.S. Pat. 2,174,000



CREATOR of the Frigidaire 30-inch range, F. H. McCormick (center) shows off the appliance to George Scott, left, Commonwealth Edison and H. J. Walker, district manager, during the Chicago showing of Frigidaire 1950 line. Meeting was one of series of 44 held across the country.

Frigidaire Meetings Draw Over 40,000

Over 40,000 dealers and salesmen attended a series of 44 district meetings staged by the Frigidaire division of General Motors Corp. during January and February to introduce its 1950 home appliance, commercial refrigeration and air conditioning products.

Five crews of factory representatives, each consisting of 15 representatives, professional actors and property men covered a total of 22,744 miles to conduct the meetings.

Included in the products on display were a line of household refrigerators of three types, four series and 10 sizes, and a new 30-inch electric range designed to sell for \$169.75.

All of the meetings were staged on an elaborate scale with motion pictures, slide films, skits, dramatic presentations and chart talks being used to present new products and tell the firm's 1950 sales, service and advertising plans.

Heading the five crews were F. H. Peters, advertising manager, L. W. Smith, marketing research manager, C. S. Trigg, sales training manager, F. E. Lehman, assistant commercial sales manager, and C. E. Quigley, manager of special markets.

Defrosting Alaska

Circumstantial evidence seems to indicate that someone, somehow, has sold a couple of refrigerators to Eskimos.

That's the conclusion reached by the Paragon Electric Co. in Two Rivers, Wis. Late in December the firm received telegrams from Fairbanks and Anchorage ordering automatic defrosters manufactured by the firm.

Either someone up there owns a refrigerator—

—or the gadget has been discovered by an igloo wrecking outfit.

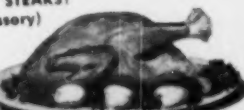
Cooks Everything!



BAKES PIES AND CAKES!



BROILS CHOPS AND STEAKS!
(with broiler accessory)



ROASTS FOWL AND MEATS!



COOKS VEGETABLES PERFECTLY!



COOKS COMPLETE MEALS!



Sell your customers
the famous
NESCO

Model 126

Roaster-Oven

WITH EXCLUSIVE "GUIDE DIAL"
"PUSH-BUTTON" COVER RELEASE
AND DIAL-TYPE BROWNING VENT



Goes Everywhere!



TO THE COTTAGE AND CABIN!



TO PICNICS
WITH THE FAMILY!



TO ANY PART OF THE KITCHEN!



TO PARTIES AND
CHURCH SUPPERS!



TO THE PORCH
IN HOT WEATHER!

NATIONAL ENAMELING AND STAMPING COMPANY

Executive Offices: 270 North 12th Street, Milwaukee 1, Wisconsin

Sales Offices: Merchandise Mart, Chicago • 200 Fifth Avenue, New York • Candler Building, Atlanta
Ambassador Bldg., St. Louis • Western Merchandise Mart, San Francisco

Suburban dealer finds even in slack period!

LAST OCTOBER, when sales of electrical appliances took a temporary dip in Westchester County, N. Y., E. Robison, Inc., chose to stage an advertised-in-LIFE promotion in their two stores in Scarsdale and Hartsdale. Result: Sales held up—and even *stepped up* in some cases.

This power that LIFE has to create sales is no mystery to dealers who have seen it work. For businessmen are also readers—LIFE readers—and they've found that LIFE's pages stimulate the imagination, create excitement, provide a fresh reading adventure week after week.

The result is reader *interest* such as has never been created by any other magazine in history. Interest in LIFE's exciting word-and-picture reporting . . . in its absorbing educational features . . . and in the products displayed in its advertising pages.

What could be more logical to an alert dealer than to follow up this LIFE-created desire by telling his customers that his store is the place to buy the products they have seen and wanted in LIFE.



1. In Scarsdale, N. Y. (station above) E. Robison, Inc., hardware and appliance dealers, have one store and another in near-by Hartsdale. Founded in 1921, this progressive company has expanded right along with these two growing suburbs of New York City.



2. Customer response to the promotion was assured by many attractive windows like the one shown above, which aroused much favorable comment. Inside, customers found the advertised-in-LIFE promotion theme carried throughout each department.

LIFE keeps goods moving



3. By displaying products together with the advertisements from LIFE, Robison's made it easy for customers to recognize the products they had seen and wanted in the pages of their favorite magazine. Says Mr. Al Schramm, manager of the Scarsdale store: "We have always done a good job with Pyrex dishes, but we did an even better job during this promotion. They certainly sold."



4. One of the big reasons E. Robison was so anxious to stage an advertised-in-LIFE promotion was to establish their stores as the place to find the national brands displayed in LIFE. Mr. Sam Robins, advertising manager, said: "The LIFE promotion definitely established us locally as the agents for goods advertised in LIFE, and in the long run this will mean ever-increasing benefits for us."



5. The sales force at E. Robison are strong boosters for LIFE displays. They saw LIFE's pulling power at work among the customers who came to the store during the promotion. The eye-catching displays brought LIFE's excitement right into the store, finished the sales job begun in the pages of LIFE, told customers: "Here are the products you've read about and admired in the pages of LIFE!"

Feature these products soon to be advertised in LIFE. They're the products your customers look for!

MAJOR APPLIANCES

- Mar. 6 Crosley Electric Range—page, c.
- Speed Queen Washer—1/2 page, c.
- Mar. 13 Hoover Cleaner—spread, color
- Hotpoint Dishwasher & Range—spread, color
- Admiral Refrigerator—page, color
- G-E Refrigerator—page, color
- Permaglas Water Heater—page, c.
- Crosley Electric Range—page
- Thor Washer—1/2 page, color
- Mar. 20 G-E Dishwasher—spread, color
- Bendix Washer—page, color
- Hoover Cleaner—page, color
- Kelvinator Appliance—page, color
- Universal Appliances—1/2 page
- Mar. 27 Apex Appliances—spread, color
- G-E Washer—spread, color
- Crosley Shelvador—page, color
- Hoover Cleaner—1/2 page, color
- Lewyt Vacuum Cleaner—1/2 pg., c.
- Thor Washer—1/2 page, color

SMALLER APPLIANCES AND HOUSEWARES

- Mar. 6 Swift's Vigoro—spread, color
- Johnson's Wax—page
- Alladin Hy-lo Vacuum Bottles—1/2 page, color
- G-E Toasters—1/2 page
- Schick Shaver—1/2 page
- DeLuxe Mop Wringer Pail—70 lines
- Bruce Floor Products—28 lines
- Mar. 13 Sherwin Williams Paint Roller—page

- Dormeyer Electric Mixer—1/2 page, color
- Proctor Toaster—1/2 page, color
- Thor Washer—1/2 page, color
- G-E Sandwich Grill Waffle Iron—1/2 page
- Regina Electric Polisher—1/4 page
- Mar. 20 Culligan Soft Water Service—spread
- Du Pont Paint Brushes—1/2 page, color
- Libbey Glassware—1/2 page, c.
- Sunbeam Ironmaster—1/2 page, c.
- Schick Shaver—1/2 page
- Mar. 27 Glidden Paints—spread, color
- Sunbeam Hedge Trimmer—1/4 page
- Phil-Mar Lamps—42 lines

HOME FURNISHINGS

- Mar. 6 Simmons Beautyrest Mattress—page, color
- Trimble Kiddy-Koop—1/2 page
- Welsh Juvenile Furniture—1/4 page
- Lane Cedar Chest—1/4 page
- Mar. 13 Cannon Towels—page, color
- Ozite Cushions & Carpets—page, color
- Koolfoam Pillow—page
- Pepperell Sheets—page
- U.S. Naugahyde—1/2 page, color
- Lane Cedar Chest—1/4 page
- Mar. 20 Alexander Smith Carpets—spread, color
- Englander Mattress—spread, c.
- Allen Industries Rug & Carpet Cushion—page, color

- Koroseal—page, color
- Mengel Furniture—page
- Playtex Pillow—page
- Restonic Mattress—1/2 page, c.
- Lane Cedar Chest—1/4 page
- Mar. 27 Bird Floor Coverings—page, c.
- Boltaflex—page, color
- Firestone Velon—page, color
- Thayer Carriages—1/2 page, c.
- Ostermoor Mattress—112 lines
- Excello Towels—14 lines

RADIOS, TV AND INSTRUMENTS

- Mar. 6 Motorola Radio—page
- Mar. 13 Philco Radio—page
- G-E Radios—1/2 page
- Lester Piano—1/2 page
- Sparton Radio—1/2 page
- Mar. 27 G-E Radios—1/2 page

JEWELRY, CLOCKS AND WATCHES

- Mar. 6 Marvella Pearls—1/2 page, color
- Mar. 13 Elgin Watch—page
- Croton Watch—1/2 page
- Artcarved Diamond & Wedding Rings—1/2 page
- Mar. 20 DeBeers Diamonds—page, color
- Telechron Clocks—1/2 page, c.
- G-E Clocks—1/2 page
- Mar. 27 Westclox—page
- Keepsake Diamond Rings—1/2 page
- J-B Watch Bands—1/4 page

SILVERWARE

- Mar. 6 Holmes & Edwards Silverplate—page, color
- Reed & Barton Silverware—1/2 page, color
- Mar. 20 Holmes & Edwards Silverplate—page, color
- 1881 Rogers Silverplate—1/4 page
- Mar. 27 Community Silverplate—page, c.
- 1847 Rogers Bros.—page, color

PENS, PENCILS & TYPEWRITERS

- Mar. 6 Serviset by Sutherland—1/2 page, color
- Robert Murray Four-Color Pencil—1/4 page
- Mar. 13 Scripto Pencil—1/4 page
- NuAce Corners—28 lines
- Mar. 20 Royal Typewriter—page
- Saf-T-Hed Thumb Tacks—14 lines
- Mar. 27 NuAce Corners—28 lines

CAMERA SUPPLIES

- Mar. 6 Eastman Kodak—page, color
- Mar. 27 Ansco Film—1/2 page



LIFE, 9 Rockefeller Plaza, New York 20, N. Y.

**MORE HOME HAIR DRYERS WILL BE SOLD
IN 1950 THEN EVER BEFORE!
NOW YOU CAN OFFER THE BEST!**

THE "Aristette" PROFESSIONAL TYPE FAMILY HAIR DRYER

HERE'S WHY IT'S THE GREATEST VALUE!

The "Aristette" is the **ONLY** Hair Dryer that dries the **WHOLE HEAD at ONE TIME!** Just what women want! It's **CONVENIENT!** User sits and relaxes because of the exclusive **FLOOR STAND** feature!

RETAILS AT ONLY \$19.95 (Slightly Higher west of the Rockies)

STANDARD DISCOUNTS



TESTED AND APPROVED BY UNDERWRITERS' LABORATORIES
GUARANTEED FOR ONE YEAR AGAINST DEFECTS IN MATERIALS OR WORKMANSHIP

All these Sell-on-Sight Features!

- User's Finger-Tip Control Switch regulates hot or cold. 3-ft. Cord makes it always accessible.
- Heavy Gauge Steel, Dust-Proof Hood, Bakelite-On Enamel Finish.
- Hood Tilts Up or Down, Gives user easy access — no bending! Stays in desired position.
- Automatic Self-Locking, Non-Tipping Stool Floor Stand. Folds compactly for storing.
- Faster . . . More Economical! Costs LESS to operate than most ordinary hand dryers.

"Aristette" the Finest Hair Dryer on the Market!

• **PROFESSIONAL Type** — Made by a manufacturer who has been supplying the Beauty Shops of America with professional dryers for 20 years! Built to professional standards — with new, scientifically designed fan that pulls in air to the heating element — circulates and re-circulates it!

Attention MANUFACTURERS' REPRESENTATIVES! DISTRIBUTORS!

There are some territories available. Write at once for complete information.

Order NOW Through Your Distributor!

ARISTO MANUFACTURING CO.
3319 W. Carroll Avenue
Chicago 24, Illinois

Growing Pains! TV's Prices Go Down; Tubes Get Bigger

Manufacturers and retailers catch breath as prices settle for a time; rectangular tubes begin to appear

As the winter markets got underway in Chicago in early January, television's price structure came tumbling down once again.

The result was more than a shifting downward of the general price level. Out of the flurry of activity that developed before and during the markets, these conclusions emerged:

1) the 10-inch set was becoming scarcer and scarcer, being represented in many lines by a single model, being represented not at all in still others.

2) the price of 12½-in. table models was apparently settling (for a time, at least) at between \$170 and \$230. Console prices were correspondingly low.

3) a number of manufacturers were incorporating rectangular tubes in their new lines, some holding off on the introduction of such models until they had stockpiled enough tubes for quantity production.

4) the black or gray tube was generally being accepted as standard equipment.

Merry-go-round. The pricing whirl began a few days before New Year's when Philco and RCA Victor announced prices on their new lines. Philco set a \$199.95 tab on their 12½-in. table model and RCA countered with a \$229.95 listing for a like-sized model with table, meanwhile dropping the price on their 10-in. model to \$169.95.

The remaining two of television's "big four" made their bids as the markets opened. Admiral countered the Philco and RCA moves by announcing a 12½-in. table model at \$179.95 and a 12½-in. combination at \$299.95, a drop of \$100. The Chicago firm announced that it would produce no sets smaller than the 12½-in. size.

Last of the four to introduce new models was Motorola, which devoted considerable attention to a 16-in. combination retailing at \$399.95. This model, as well as several other Motorola sets, has a rectangular tube. The 12½-inch leader was pegged at \$189.95. Unlike Admiral, Motorola showed several sets with smaller tubes, including two 8½-in. models. The bottom of the line was an 8½-in. plastic table set at \$139.95.

Me Too. The new price level had been set by this time and other newly announced lines generally stuck closely to it. One important exception was DuMont, which held a distributor convention during the week and told those in attendance that "only if there are cuts in production costs will there be reduction in DuMont prices."

Most firms, however, preferred to go along with the new prices. Hallcrafters announced reductions on all but one of its models which had been unveiled only a week pre-

viously. Starrett reduced prices on three models in its "metropolitan" series, maintained prices on its custom line but increased discounts on this latter group.

The pricing merry-go-round reached its peak when Sylvania announced two reductions within a week, finally ending up with its 12½-in. table model at \$199.95, \$60 under its original price and \$30 under a price announced a week before the final cut. On the same day Zenith reduced prices on its table and console models.

Discount Troubles. The falling TV price level brought into bold relief the problem of television discounts. Retailers pointed out that smaller discounts were acceptable when TV was a big-ticket item but that under new price levels, discounts of 30 percent or less were not enough to cover costs of doing business. Joining retailers in this complaint was W. A. Bles, vice-president and general sales manager for Crosley division, Avco Mfg. Corp., who agreed that present dealer discounts were inadequate.

Several firms acknowledged these sentiments by announcing larger discounts. Among those joining Starrett in upping margins was John Meck Industries, Inc., which revealed a 40 percent margin. The new Meck price structure was developed without imposing any increase in the retail prices of the firm's lines.

Effect on Sales. Whether the tumbling prices had a decided effect on sales was hard to determine. If they did drop off it was not long before they were back at December's headlong pace. Some in trade circles feared that January introductions of lower-priced models would depress holiday sales; others worried lest the lower prices have an unfavorable effect on those customers who have already purchased sets at 1949 prices on a long-term basis.

Whether prices would stay where they are for awhile was also questioned. Most manufacturers contended that they would be good for some months. Motorola vice-president Walter Stellner predicted that the TV industry would stabilize itself at current levels.

Electrical and Gas Group Names Kinsey President

Frederick S. Kinsey, eastern district manager for the lamp division of the Westinghouse Electric Corp., has been elected president of the Electrical and Gas Assn. of New York. He succeeds Harry C. Calahan, vice-president of the General Electric Supply Corp., who has been president of the organization for the past four years.



12½" Screen Table Model \$229⁵⁰*

Plus Federal
Tax \$1.47

with Built-in Versi-Tenna
and phonograph jack

Arvin DeLuxe Model 3121TM—Full 92 sq. in. of undistorted picture, securely locked in by the exclusive Arvin Magic Moderator. Only two visible groups of controls mean simplified tuning—easy as tuning a radio. Super-powered for sharp reception, even in fringe areas. Beautifully styled hardwood cabinet finished in selected mahogany. Loaded with fast-selling features!

Arvin DeLuxe Model 3120CM—Same fine chassis in beautiful eye-level mahogany console, **\$279⁵⁰***
Plus Federal Tax \$1.00

If you measure TV in terms of **VALUE** **ARVIN IS YOUR LINE!**



*you can SEE
the difference!*

Arvin is not the lowest priced TV line. Arvin is not the highest priced TV line. But, set for set and dollar for dollar, Arvin TV offers your customers more for their money than any other TV line. **ARVIN IS THE BIGGEST VALUE TV LINE!** Arvin Visible Value Television is packed with quality features. It is built to deliver dependable, service-free performance. Even in fringe

areas, owners report amazingly clear, steady reception. Arvin's refusal to compromise with quality protects your profits, pays off in customer satisfaction!

Sell **ARVIN** and you're selling sheer value and long-time satisfaction—the purchase-pleasure that makes one customer send in more customers. Start selling **ARVIN** now!

Arvin Radio & Television Division

NOBLITT-SPARKS INDUSTRIES, INC., Columbus, Indiana

*Slightly higher in Zone 2

Arvin Value Sensation! New 8½" Screen Table Model



The Low Cost TV with **BIG SET** features!

\$129⁵⁰*
Plus Federal
Tax \$1.26

NEW NO-GLARE "BLACK" TUBE

Arvin Model 4080T—No-glare Black Tube • Simplified tuning • Service-free electromagnetic circuit • Straight AC operation for longer tube life • Horizontal automatic frequency control • Delayed automatic gain control • Graceful modern cabinet in lacquer mahogany finish, weighs only 35 lbs. Ideal as a "Second set."



MORE PROOF

means

The first honest-to-goodness
PRICE-PROTECTION POLICY
offered to the trade



THE BIG SHOW IS ON
Westinghouse **TELEVISION**
with these top-performance features:

★ **Exclusive ELECTRONIC MAGNIFIER**
for big picture at small picture cost

★ **SYNCHRO-TUNING**
for perfect picture and sound with single dial setting

★ **BUILT-IN ANTENNA**
electronically tuned for improved reception

★ **NEW BLACK TUBE**
for maximum non-glare contrast
Adaptable to UHF (Ultra High Frequency)



See your Westinghouse Distributor
WESTINGHOUSE ELECTRIC CORP. •

YOU CAN BE SURE...

that Westinghouse business in TELEVISION

Now, brand new Westinghouse models that give
you more television per dollar . . . more features per set!



Westinghouse 610T12—12½" BLACK TUBE table set of unusual beauty and simplicity . . . Exclusive ELECTRONIC MAGNIFIER with choice of full vision or GIANT CLOSE-UP . . . AGC. Built-In Antenna.

Westinghouse 619T12—12½" BLACK TUBE . . . Synchro-Tuning . . . Built-In Antenna . . . powerful EM speaker . . . Fast-keyed AGC . . . modern mahogany cabinet.



Westinghouse 618T16—New 16" RECTANGULAR Black Glass tube offers extra-large picture in a much smaller cabinet . . . new tube gives complete picture transmitted without waste . . . Synchro-Tuning . . . Built-In Antenna.



Westinghouse 611K16—The ultimate in picture performance . . . 16" BLACK TUBE has extra large 160 sq. in. screen, with clarity and definition . . . Synchro-Tuning . . . Built-In Antenna . . . 12" P. M. Alnico V speaker . . . mahogany cabinet with doors.



Westinghouse 611C12—Complete home entertainment unit with every deluxe feature, yet so compact it takes ½ less floor space . . . AM-FM . . . 3-speed automatic record player . . . 12½" BLACK GLASS tube . . . Electronic Magnifier, Built-In Antenna.

Get on the BANDWAGON!

Feature for feature Westinghouse wins . . . even the name Westinghouse tips the scale in many a sale, because 2 out of 3 families in your area are satisfied users of Westinghouse products.

Besides, you get the backing of advertising in the same newspapers you use . . . plus a full arsenal of point-of-sale and promotional aids.

HOME RADIO DIVISION • SUNBURY, PA.

IF IT'S Westinghouse

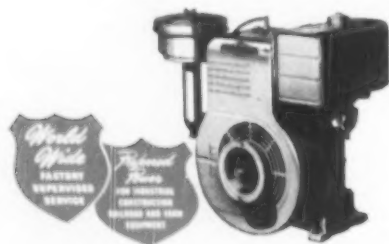
Confidence



**You buy with confidence
because you know
machines, tools, appliances
and equipment are
"Powered Right"
when they are powered by
Briggs & Stratton.**

The Briggs & Stratton trademark is your assurance of maximum efficiency, dependable service, and long life. Always insist on Briggs & Stratton 4-cycle, single-cylinder air-cooled engines to power your equipment.

BRIGGS & STRATTON CORPORATION
Milwaukee 1, Wisconsin, U. S. A.



News Briefs

Meck Expands. John Meck Industries, Inc., has completed the movement of its radio assembly lines and other facilities to a modern two-story building in Argos, Ind. The new operation permits full scale production of the four popular models in its radio line and allows increased TV production in the firm's Plymouth, Ind., factory.

Zenith Withdraws. The need for additional manufacturing facilities and the current high cost of new plant construction has led Zenith Radio Corp. to withdraw from automobile radio manufacturing. Auto radio business was in excess of \$20 million annually. Facilities previously devoted to automobile radio production will be used to expand manufacturing operations on the firm's other products.

Motorola Orders Up. Orders for Motorola TV receivers placed by distributors for the first quarter of 1950 total more than 3½ times the dollar volume of first-quarter sales in 1949. Allocations probably will continue beyond the first quarter.

Warehouse Space. Three buildings formerly used by the Air Force at Baer Field, Fort Wayne, Ind., have been leased by the Capehart-Farnsworth Corp. for use as warehouse space.

Air-Conditioning Year. A prediction that 1950 would be a "banner sales year" for the air conditioning industry was voiced late in January by W. F. Switzer, commercial sales manager for the Frigidaire division of General Motors. He called attention to new and improved equipment, well organized distribution, sales and service groups and increased customer acceptance in making his prediction.

Columbia Campaign. Columbia Records, Inc., has embarked on a comprehensive merchandising campaign built around a half-hour weekly radio show, "The Columbia LP Record Parade," carried over CBS on Sunday afternoons.

Starrett Distribution. Because of the demand for air conditioners in the South and other areas where TV is not fully developed, Starrett Television Corp. will sell its air conditioners through local distributors in those areas only. In other areas Starrett will sell direct to dealers.

Domestic Meeting. Some 150 persons representing 50 distributors attended a meeting sponsored by Domestic Sewing Machine Co., in Chicago during the January markets. They saw 13 films prepared for television and heard Dodge Barnum point out that the sewing machine is likely to remain on allocation through 1950. 1949 sales were 191 percent ahead of 1948. Domestic is currently enlarging its plant to provide increased volume.

White Report. White Products Corp. increased its 1949 water heater sales over 1948 by 58 percent; increased sales of porcelain table top models for kitchens and utility rooms were far ahead of other models. During 1950 the White line will be backed up by a stepped-up merchandising program.

Absorbs Colonial. Sylvania Electric Products, Inc., has absorbed its wholly-owned subsidiary, Colonial Radio Corp., manufacturers of radio and television sets. E. E. Lewis, formerly president of Colonial, has been elected vice-president of Sylvania. Personnel and policies will continue unchanged.

Five-Year Warranty. A service warranty guaranteeing two Arvin irons for five full years from original date of purchase has been announced by Noblitt-Sparks Industries. Customers will be asked to return irons needing attention to Noblitt-Sparks' service department at Columbus, Ind. Not included in the warranty are broken handles or heat indicator knobs and frayed cords.

New 14 Inch Tube. Corning Glass Works has announced production of a 14-inch rectangular all-glass bulb for television picture tubes. The new tube has a picture area of 97 square inches compared with the 92 sq. in. area of the 12½ inch diameter tube. The bulb weighs less and takes up less space than the 12½-in. round bulb.

Tele-tone Record. More than \$11,000,000 in television set orders, a new sales record for the company, was reported by Tele-tone Radio Corp. late in January as the result of business written since the introduction of its new line at the first of the year. The firm has set a sales goal of 250,000 receivers for the year.

Consumer Campaign. The most comprehensive consumer advertising program in the history of the firm will be put behind the Regina twin-brush polisher this spring. Eight national magazines and Sunday supplements will be used; material designed to let dealers tie in with the campaign is available.

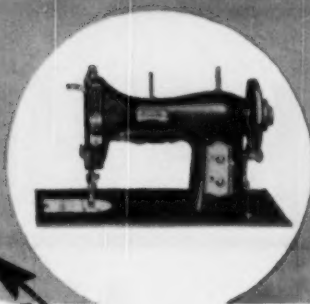
Air Conditioner Promotion. Details of a well-coordinated sales campaign on its ½ and 1 hp room air conditioning units have been announced by the Mitchell Mfg. Co. A floor display, two-color catalog, mailing stuffers and a three-way direct mail campaign are included in the promotional plans.

Engineering Award. RCA Victor has received the 1950 merit award of the American Society of Industrial Engineers for the "engineering and manufacturing achievement" represented by the firm's development of the 45-rpm record-playing system.

(Continued on page 136)

DOMESTIC SEWING MACHINE BUSINESS IS GOOD!

"Since we started selling Domestic our sales volume has increased by one-third"



Domestic Appliance Co.
11 WEST FIRST STREET
DULUTH, MINNESOTA

GIBSON REFRIGERATORS AND STOVES
DOMESTIC SEWING MACHINES

EASY SPINDRILL WASHERS
KIRBY VACUUM CLEANERS

Perry J. Ryan
District Manager
Domestic Sewing Machine Co.
4047 Vincent Ave. S.
Minneapolis, Minnesota

Dear Mr. Ryan,

Replying to your inquiry in regard to how the Sewing machine business fits in with the appliance business; the following is our experience.

We have been selling the Domestic line since 1946, and in the past year we feel that we have acquired from 200 to 250 customers as the result of handling the line. On the average, one out of five sewing machine customers have purchased some other major appliance.

Since we started selling Domestic our sales volume has increased by one third, this has been the result of concentrated effort on sewing machine lines. Our volume on Domestic is greater than on any other single appliance, such as ranges, refrigerators and washers. Profit wise we realize at least a 10% better gross profit on Domestic than we do on other appliance lines.

Sewing machines are not difficult for our salesmen to demonstrate, but they must be thoroughly trained before they can do a good job. This includes use of attachments as well as a general knowledge of the machines.

Domestic national advertising has opened the door for many sales and our local advertising has been very productive. We have used Domestic signs, window displays, banners etc. to tie-in with our advertising. Hem gear, rulers and needle threads have been used extensively as a good will promotion.

Service problems have been at a minimum as we adjust each machine before it is delivered and thoroughly instruct the purchaser on the use of the machine and attachments. Customer satisfaction has been excellent in fact we are proud to make the statement that to our knowledge we do not have a single dissatisfied customer.

The Domestic Sewing machine business is good and can be an important part of your appliance business when properly managed.

Anthony Vittorio



Domestic Sewmachines are seen at the Domestic Appliance Co. in Duluth, Minnesota. A complete line of Domestic is given prominent display space.



Concentrated sales efforts by Mr. Anthony Vittorio and Mr. Martin E. Buren have paid off for the Domestic Appliance Co. in greater sales at a greater profit.



Window displays, utilizing Domestic advertising material, make the Duluth passers-by better acquainted with Domestic Sewmachines.

A Domestic Franchise may be available in your territory now. See your distributor...or write Domestic Sewing Machine Co., Inc., Cleveland 1, Ohio.

Domestic
SEWMACHINES

FIRST WITH THE FEATURES FOR MORE THAN 80 YEARS

SOLD AND SERVICED BY MORE DEALERS THAN ANY OTHER MAKE OF SEWING MACHINE

Here's Proof of a Pledge of THE BEST-BALANCED NEW 1950 LEONARD

NEW COLD SPACE WITH LEONARD COLD FROM TOP TO BASE!



MODEL LTM. Super Deluxe. Combines Hi-Humid foodkeeping in a cold-from-top-to-base cabinet. Tops in refrigerator-freezer utility. 80-lb. separately-insulated freezer. Net capacity 11.9 cu. ft. (NEMA) \$449.95*



MODEL LMM. Super Deluxe (Hi-Humid). A brilliant "11" in the floor space of a pre-war "6" Added appeal of Hi-Humid refrigeration. Cold, 40-qt. Super Crisper Drawer. Net capacity 10.9 cu. ft. (NEMA) \$389.95*

THE GREATEST STEP-UP STORY IN THE LAND!

Here is another great fulfillment of the Leonard pledge of product and franchise superiority.

For here, in models ranging from \$189.95* to \$449.95*, is a refrigerator to match the specifications, the kitchen, the budget of every type of customer! Here are the new extra-useful features customers want... with the visible step-up power the salesmen want!

Here is new beauty... inside and out! Here is the amazing beauty of Polystyrene—the post-war material used in many parts that's white clear through! Here is the new, longer-lasting beauty of Titanium-porcelain interior finish! And

here is dependability you can count on—every model a proven refrigerator... backed by Leonard's 69 years of product pioneering experience!

Yes! Here, crystal-clear, is visible proof of Leonard product superiority! But in addition to this, Leonard dealers get the advantages of franchise superiority! A limited number of dealerships! Vigorously competitive prices! Liberal profit margins! Concentrated advertising cooperation! Leonard's priceless reputation for value! All of which, added together, will put Leonard dealers out front in 1950!

*Suggested prices, including delivery and five-year protection plan. State and local taxes extra. Specifications subject to change without notice.



MODEL LFM. Super Deluxe. A big "11" in a cold-from-top-to-base cabinet. With 50-lb. across-the-top Frozen Food Chest and the new, cold, 40-qt. Super Crisper Drawer. Net capacity 10.9 cu. ft. (NEMA) \$339.95*



MODEL LVM. Super Deluxe. Big space at a low price in a cabinet cold-from-top-to-base! With big 42½-lb. Frozen Food Chest... new, cold, 40-qt. Super Crisper Drawer. Net capacity 11.9 cu. ft. (NEMA) \$299.95*



YOUR BIGGEST DOLLAR'S WORTH OF COLD SPACE!

"Faithfully Yours!"

LINE IN THE INDUSTRY!

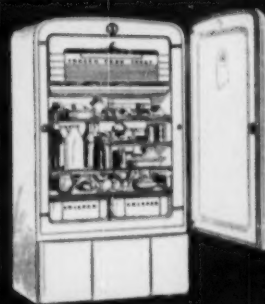
REFRIGERATORS!



*The PLUS-Value
of the LEONARD
Glacier-Sealed
Unit!*

IT'S THE AMAZING heart in every Leonard refrigerator! Husky. Quiet. Dependable. And one of the most efficient mechanisms ever devised by the hand of man. It is self-cooling, self-oiling, sealed-in-steel against dust and moisture. It provides plus-power to every Leonard refrigerator . . . gives to Leonard dealers the plus-value of long-term, economical operation . . . and a satisfied customer every time.

**NEW BEAUTY, FEATURES,
VALUE
IN THESE NEW LEONARDS!**



MODEL LRL. Here's a big "8" that adds selling strength at the most strategic spot in your line. With giant 50-lb. Frozen Food Chest as in Super Deluxe Leonards. Net capacity 7.9 cu. ft. (NEMA) \$279.95*



MODEL LAC. A quality "6" that takes a minimum of space. It's your entree to the vast market where space is at a real premium. Has a 17-lb. Freezer, aluminum chilling tray, tall bottle space, removable shelves. Net capacity 6.1 cu. ft. (NEMA) \$189.95*



MODEL LRE. Spectacular price appeal for customers looking for a big refrigerator at a budget price. Extra space, extra features galore! Net capacity 8.6 cu. ft. (NEMA) dominating its price class at \$229.95*



MODEL LRK. A top quality "8" with a 40-lb. across-the-top Frozen Food Chest at an "under two-fifty" price. It's a peak volume beauty that's making a big hit with dealers and salesmen from coast to coast. Net capacity 8 cu. ft. (NEMA) \$249.95*

LEONARD



**A REPUTATION
FOR VALUE
FOR 69 YEARS!**

News Briefs

—CONTINUED FROM PAGE 132—

Tax Appeal. The National Retail Furniture Assn. has issued a plea urging the elimination of wartime excise taxes levied at the manufacturing level on major electrical appliances.

Calgon Campaign. Heavy newspaper ad schedules, in addition to national magazine and other advertising, are planned to give strong local support to a spring campaign on Calgon, the packaged water conditioner. Point of sale retail aids and special promotional activity will be employed to help build consumer buying.

Buy Building. Markstone Mfg. Co., Chicago, has purchased a new building providing 64,000 sq. ft. of space, nearly double the firm's former plant area.

Ironing Board Test. A one-month promotional activity on Proctor ironing tables conducted in New Haven, Bridgeport and Hartford last fall proved so successful that some follow-up ads will be run this year.

Youngstown Advertising. Youngstown kitchen dealers will get increased newspaper and national magazine advertising support in 1950. The stepped up newspaper program comes from a distributors' local advertising fund. Youngstown's program is designed to increase sales by 36 percent over 1949.

Refrigerator Ads Up. Advertising of household refrigerators placed by manufacturers and their dealers increased by 208.5 percent in the last nine months of 1949 as compared with the same period of 1948 according to the Advertising Checking Bureau. New York, New Orleans and Chicago led in refrigerator advertising; Houston, New Orleans and San Antonio were leading cities for freezer ads.

National Record. Leonard dealers in the Carolinas were told that they set a national sales record in 1949 during a dinner meeting held for them at the year's end by Southern Appliances, Inc., Leonard distributor in the area.

Washington Picture. Electrical appliance business in Washington, D. C., will be good during the first six months of 1950, W. G. Hills, managing director of the Electric Institute of Washington, said recently in a statement in which he also revealed that 1949 volume about equalled that of 1948.

Schick Campaign. The success of its fall advertising program has led Schick, Inc., to continue the campaign with half pages alternating in the *Saturday Evening Post* and *Life*.

(Continued on page 140)



WHAT A BEAUTY! Amazingly efficient, quiet and economical, too! How could anybody help but want this new Carrier Room Air Conditioner in his home or office all year round? Designed by the founders of air conditioning, it is head and shoulders above ordinary units. No wonder 1950 is bound to be a big money-making year for

Carrier dealers. Six popular new models that may be finished in any color . . . liberal mark-ups for real profit . . . and strong advertising and promotion support! Want full information? Write Carrier Corporation, Syracuse, N. Y., the pioneers with world-wide experience in Air Conditioning, Refrigeration and Industrial Heating.

"Recorders will SELL in 1950"

— SAY NATIONAL AUTHORITIES

RECORDERS

Watch this new business!
RECORDING predicts that 400,000
 recorders of all types, disc, wire
 and tape, will be sold in 1950.
 Principal markets now are: (1)
 Commercial, including broad-
 casting. (2) Home use by mu-
 sicians, singers, music lovers,
 public speakers, authors and
 hobbyists.



...and here is
 a new set
 designed and
 priced to meet
 the demand!

\$59⁹⁵

(East of the Rockies)

This new luggage case in
 modern design, beauti-
 fully complemented with
 a rich maroon and gold
 escutcheon, is without
 parallel in the portable
 recorder field. Crystal
 microphone included.

*weighs less than
 20 pounds*



WILCOX-GAY RECORDETTESR.

the Sensational new
recording radio-phonograph

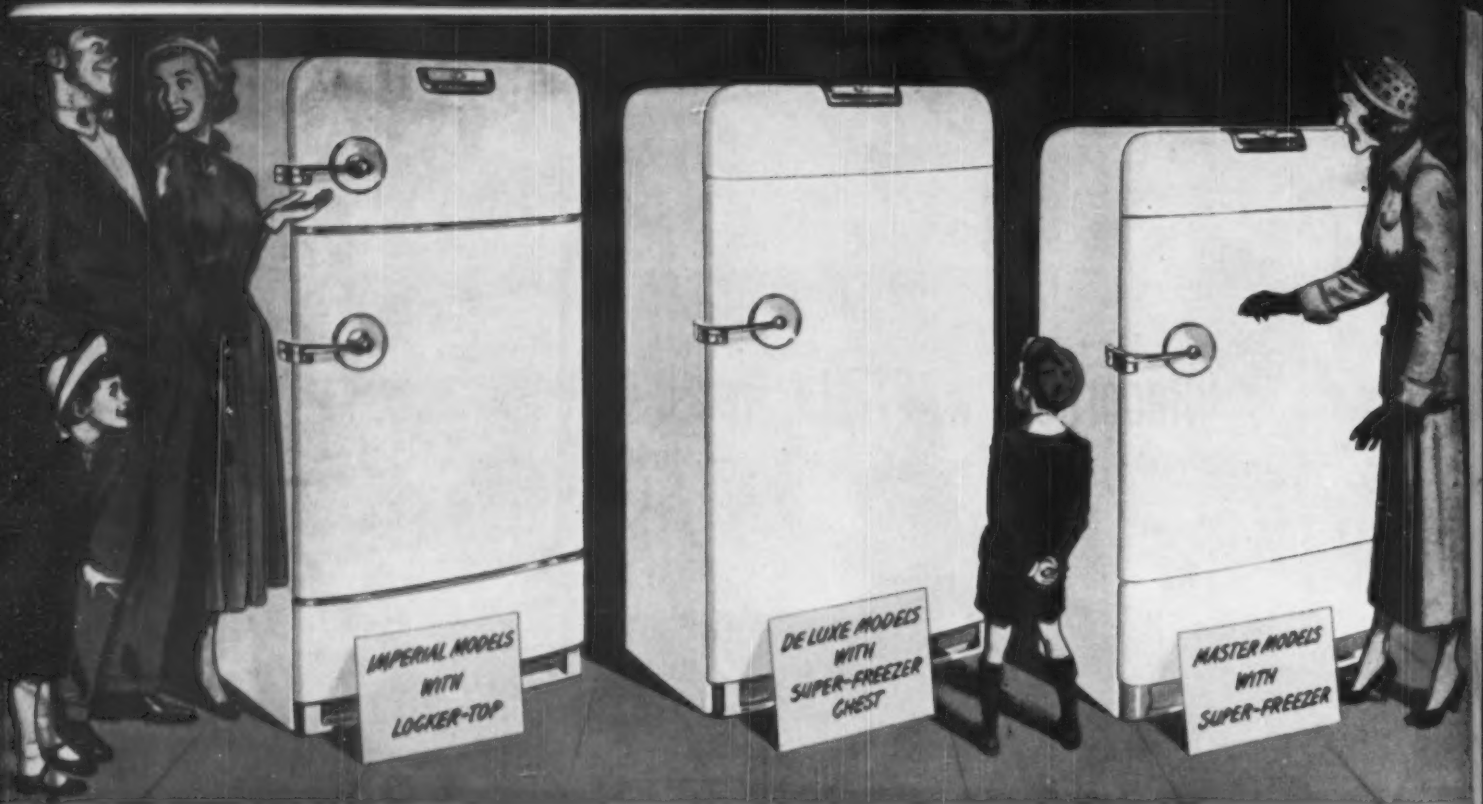
● Get your share of profitable home recording sales — with the most
 amazing instrument in home recording history. It's the handsome new
 WILCOX-GAY Recordette, Sr. Easy to operate, easy to demonstrate—
 —and so easy to SELL!

No bothersome needle changes! You make a record from microphone
 or radio by raising the tone-arm. To play the record back, just lower
 the tone-arm—and the play-back needle is automatically in place.

But that isn't all. For only \$59.95, WILCOX-GAY also includes a
 powerful superheterodyne radio. And a phonograph that plays all 78-rpm
 records up to 12 inches!

So get into the home recording business—FAST! Ask your distributor
 to show you the WILCOX-GAY Recordette, Sr.,...or write directly to

WILCOX-GAY CORPORATION ● CHARLOTTE, MICHIGAN



Announcing the NEW 1950 FRIGIDAIRE!

3 TYPES—4 SERIES—10 SIZES—4 to 17 cubic feet—STARTING FROM \$184.75

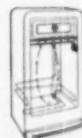
IMPERIAL MODELS

have a near-zero Locker-Top. The lower compartment is refrigerated by the new, improved Cold-Wall cooling with the new Refrig-o-plate.



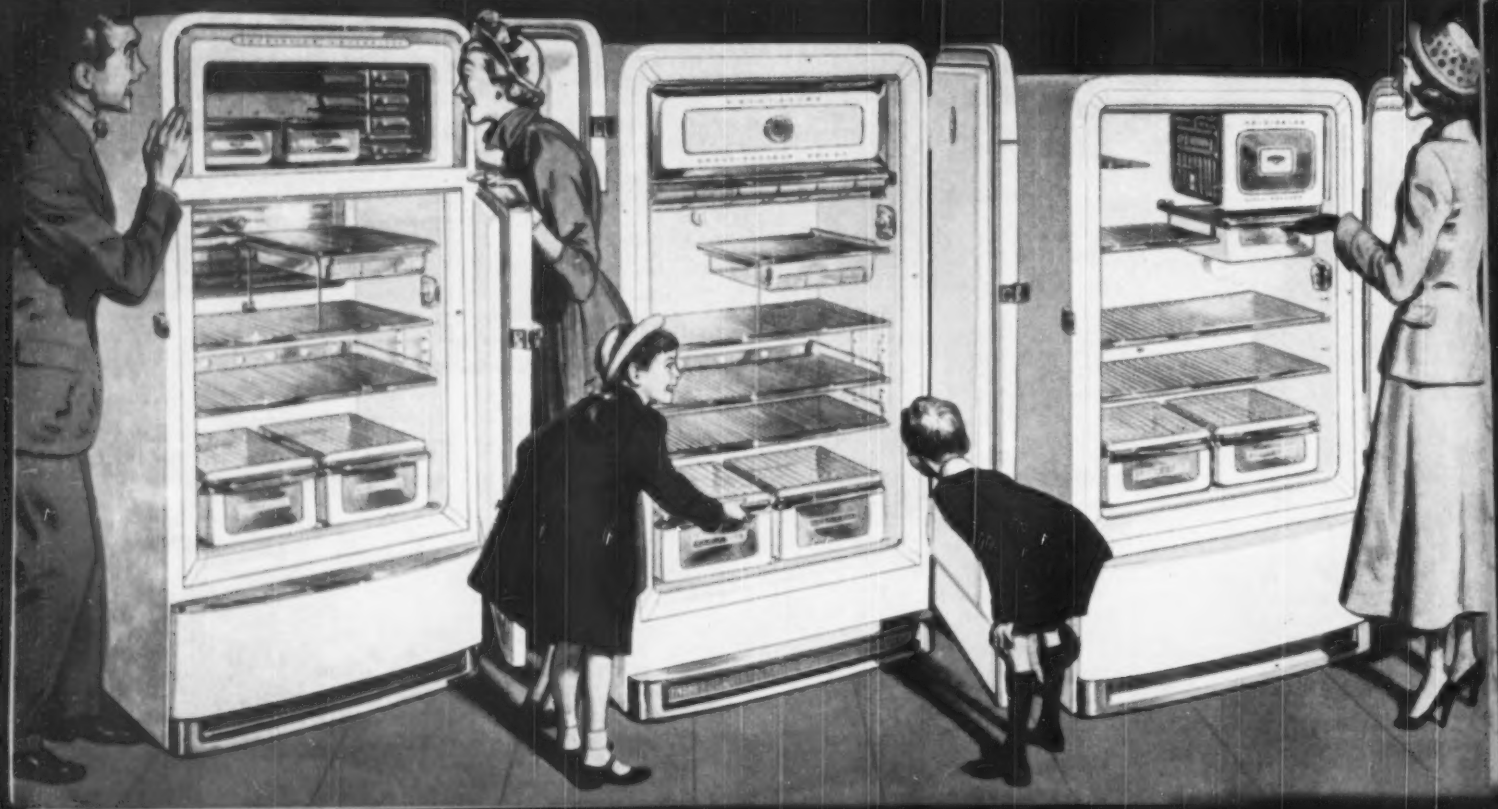
DE LUXE MODELS

have low-temperature Super-Freezer Chest. Main compartment refrigerated by Freezer Chest and new, improved Cold-Wall cooling.



MASTER AND STANDARD MODELS

have colder-than-ever Super-Freezer. Food compartment refrigerated top to bottom by direct air circulation from Super-Freezer.



Look at it Outside! Look at it Inside!

You can't match a FRIGIDAIRE!

New Outside!

Look What's New in refrigerator styling! From the attractive nameplate at the top to the modern recessed base, Frigidaire Refrigerators again set new beauty standards. Note the golden highlights, the Target Latch, the sleek new lines!

They'll Stay New Looking for years and years—these refrigerators are built that way! The sturdier one-piece cabinet construction, with the rigid Double-X back design, means long life, no sagging. And their finish stays bright and white—whether it's gleaming Lifetime Porcelain or Durable Dulux,

New Inside!

Frigidaire Imperial Models—finest of all Frigidaire Refrigerators. The Imperial is a two-door combination—Cold-Wall refrigerator and Locker-Top for long-time storage of frozen foods. Its innovations include adjustable and sliding aluminum shelves—new Ice-Blue interior trim—new, deeper porcelain twin Hydrators—and new, improved Cold-Wall cooling with Refrig-o-plate. Quickcube Ice Trays slide out, release cubes instantly. 8 and 10 cu. ft. sizes—frozen storage capacity, 50 and 70 lbs.

Frigidaire De Luxe Models have full-width Super-Freezer Chest, new, improved Cold-Wall cooling, full-length door and amazingly greater capacity. A 9 cu. ft. size takes little more space than a 5 cu. ft. model of only a few years ago! Look at the cool, clean beauty of its lustrous Ice-Blue trim—the Double-Easy Quickcube Ice Trays—adjustable and sliding aluminum shelves—twin extra-deep Hydrators—full-width plastic chill drawer. 9 and 10.7 cu. ft. sizes—frozen storage capacity, 45 and 49 lbs.

Frigidaire Master Models gleam with new gold-and-white beauty—introduce for the first time adjustable aluminum shelves in low-priced refrigerators. All sizes have two deep, sliding porcelain Hydrators that can be stacked—sliding porcelain meat storage drawer—convenient, all-metal Quickcube Ice Trays—handy jack shelf. Larger sizes have the full-length food compartment, Super-Storage design. 7.6 to 11 cu. ft. sizes—frozen storage capacity, 19 to 29 lbs.

Frigidaire Standard Models (not illustrated) are low in cost, yet have the Meter-Miser, Super-Freezer and the cabinet construction of higher-priced models. Other features include rust-resistant shelves, deep, sliding porcelain Hydrator, Frigidaire's exclusive Quickcube Ice Trays. 6 and 7.6 cu. ft. sizes—frozen storage capacity, 15 and 19 pounds.

Double-Easy Quickcube Ice Trays are aluminum for fast freezing—have Automatic Tray Release. Press the tray handle—the tray is free—no tugging! Lift the lever—cubes released instantly—no melting! Only Frigidaire has them!

New More Powerful Meter-Miser—simplest cold-making mechanism ever built—produces oceans of cold on a trickle of current! Quiet in operation, trouble-free—this economical Meter-Miser is sealed in steel, oiled for life. Only Frigidaire has it!

New Extra-Deep Porcelain Twin Hydrators with durable transparent plastic covers in Master, De Luxe and Imperial models—keep more fruit and vegetables fresh. Slide out—can be stacked to provide space for big items. Only Frigidaire has them!

New Adjustable Aluminum Shelves in Imperial, De Luxe and Master models. Sliding shelves in Imperial and De Luxe models. Note in this illustration the close-barred construction of these rust-proof shelves. Only Frigidaire has them!

YOU GET NEW BEAUTY

1. New Styling Inside and Out—by Raymond Loewy.
2. New! Lustrous Ice-Blue, Gold and White Beauty—sets a new standard for smartness.
3. New! Target Door Latch—with finger-tip action—locks cold in.
4. New Streamlined Design—finished in snowy-white Lifetime Porcelain or Durable Dulux.

YOU GET NEW CONVENIENCE

5. Extra Storage Space—in less kitchen space than before.
6. Extra-Large Frozen Storage Space—holds from 15 to 70 lbs.
7. Double-Easy Quickcube Ice Trays—trays slide out—cubes released instantly—no melting.
8. New Aluminum Rustproof Shelves—adjustable, sliding—more space between shelves.
9. New, Extra-Deep Porcelain Hydrators—for fruits and vegetables.

10. New Meat Storage Drawer with Plastic Trivet—in Master models.
11. New Full-Width Plastic Chill Drawer in De Luxe models—for meat and ice cube storage, quick chilling of beverages.
12. New Handy Plastic Basket Drawer—for small items—in De Luxe and Imperial models.

YOU GET NEW ECONOMY—NEW DEPENDABILITY

13. New Improved Meter-Miser—makes more cold with no more current.
14. New Improved Insulation—keeps more cold in, more heat out.
15. Improved Cabinet—sturdy, rugged one-piece steel construction—for longer life.
16. Freon-12 Refrigerant—developed by Frigidaire and General Motors.
17. New Cold-Wall Cooling—in all De Luxe and Imperial models.
18. New Sealed-In Mechanism covered by 5-Year Protection plan.



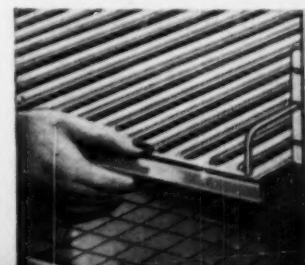
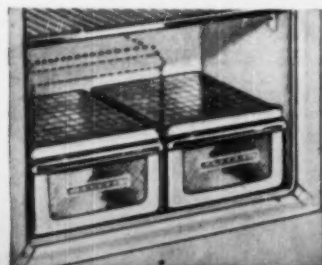
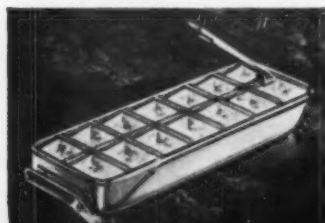
This emblem on a Frigidaire Refrigerator is your assurance of safe cold from top to bottom, lasting beauty, utmost convenience, proved economy features—plus General Motors dependability and Frigidaire's 30 years' experience in building more than 11½ million refrigerating units.

FRIGIDAIRE

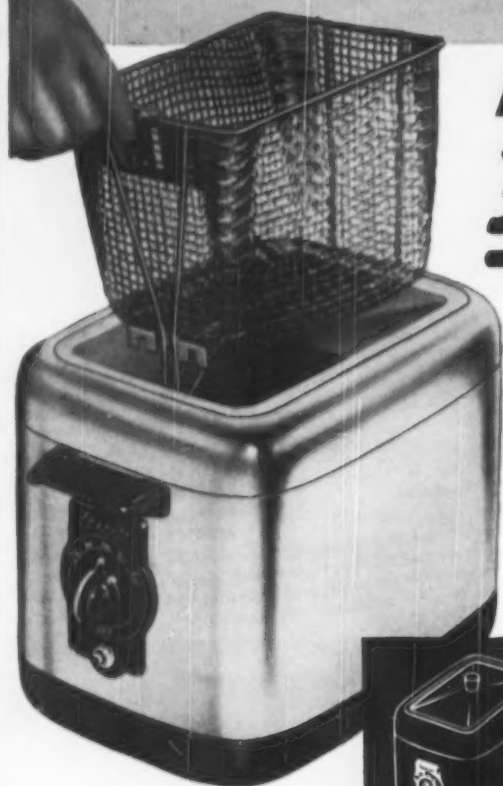
America's No. 1 Refrigerator

Visit your Frigidaire Dealer. You'll find his name in your classified Phone Directory. Or write Frigidaire Division of General Motors, Dayton 1, Ohio. In Canada, Leaside 12, Ontario.

Refrigerators • Electric Ranges • Automatic Washer • Clothes Dryer • Electric Ironer • Food Freezers • Electric Dehumidifier • Electric Water Heaters • Kitchen Cabinets and Sinks • Air Conditioners



HOTTEST DEMONSTRATOR IN APPLIANCE FIELD!



Amazing Electric *Fryryte*

**DEEP FRIES!
MAKES SALES
AUTOMATICALLY!**

Called the biggest home appliance sensation since the automatic toaster, the "Fryryte" Electric Deep Fryer literally "sells on sight." Customers want it instantly when you show them how they set one control—deep-fry any food perfectly in 2 to 7 minutes! Gives home cooks the "professional" touch with doughnuts, fritters, potatoes, fish, chicken, lots more! Beautiful—streamlined—sturdy—amazingly simple in operation. A natural for wedding and anniversary gifts—equally popular with "take-home" buyers. Write for details about the "Fryryte"—another fine product of Dulane Inc.



MODEL F-1

FAIR
TRADE
PRICE

\$24⁹⁵

See your Distributor-Jobber or Write

DULANE INC.

8550 West Grand Ave., River Grove, Ill. (Chicago)



- AUTOMATIC THERMOSTATIC CONTROL ASSURES UNIFORM RESULTS
- "PILOT LIGHT" TURNS OFF AUTOMATICALLY WHEN DESIRED TEMPERATURE IS REACHED
- MIRROR-CHROME FINISH
- 1-PIECE CAST ALUMINUM WELL
- INTEGRALLY CAST ELEMENT: NO "HOT SPOTS," NO "SHORTS"
- COLD ZONE CATCHES FOOD PARTICLES
- FAT REMAINS IN "FRYRYTE" FOR REPEATED USE
- SHIPPING WGT. 8 POUNDS

WRITE TODAY FOR THE NEW DULANE FRYRYTE COOK BOOK
DEVOTED ENTIRELY TO DEEP FAT FRYING.

News Briefs

CONTINUED FROM PAGE 136

New Distribution. The Arthur Ansley Mfg. Co. has announced that its line of Audio-Aid school phonographs and sound equipment, previously sold direct to schools, will now be handled through exclusive dealerships in each area.

Big-As-Life. Stromberg-Carlson Co., encouraged by the effectiveness of its fall national newspaper campaign, will continue heavy schedules in key TV markets through the first quarter of 1950. A "big-as-life" theme featuring actual head size illustrations of TV personalities will be used.

Continue Campaign. Cory Corp. will continue its recently introduced "guaranteed against breakage" campaign during 1950. Cory president J. W. Alsdorf said that experience has proved conclusively that the program offers a constructive selling approach to moving glass coffee makers in volume.

Service Schools. Seventy-two clinics designed to indoctrinate dealer servicemen in servicing procedures for the 1950 line of International Harvester refrigerators are being held in IH sales offices throughout the country.

Systems Committee. Eighteen leading scientific and manufacturing organizations have been asked to appoint representatives to the recently authorized National Television Systems committee. The group will seek answers to technical problems which have delayed the extension of television service and will suggest standards for a commercially practicable color television system.

New Name. Westinghouse's small appliance department has been renamed the electric housewares department to conform with the new name adopted by NEMA.

Contest Winner

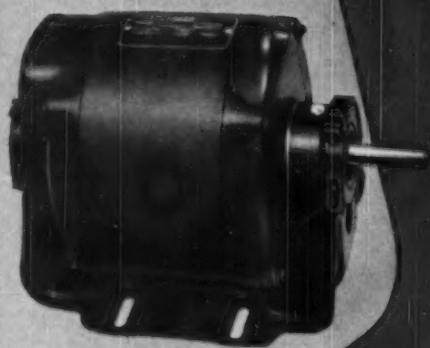


PRIZE for attainment of highest percentage over quota of Lewyt sales during a January contest goes to Howard Stoney, right, district representative for Gross Distributors, Inc. Presenting the award is Jack Wolfe, manager of appliance sales for the New York distributing firm.

ON GOOD APPLIANCES

DELCO PREFERRED

FOR GOOD REASONS



THERE IS A DELCO MOTOR FOR:

Refrigerators
Washing machines
Dryers
Vacuum blowers
Oil burners
Stokers
Water pumps
Gasoline pumps
Compressors
Blow work shops
Saw handling
Sawmills
Winers
Office machines
Feed grinders
Separators

Appliances give the best service when they are powered by the best motors. Year after year Delco motors prove their lasting quality on millions of appliances.

But appliance manufacturers want even more than quality from their motor supplier. In a fast-changing market they may need to make last minute changes in motor specifications or delivery dates.

Because Delco motors combine quality of product with flexibility of supply, more and more spec sheets carry: "DELCO PREFERRED." Dependable Delco appliance motors, designed to meet the specific torque and service requirements of the application, are built in sizes from $\frac{1}{8}$ h.p. up.

✓ ✓ ✓

Why not get all the facts about Delco motors? Contact the nearest sales office listed below—

DELCO MOTORS



DELCO PRODUCTS
Division of General Motors Corporation
Dayton, Ohio

SALES OFFICES: CHICAGO • CINCINNATI • CLEVELAND • DETROIT • KANSAS CITY

Here's what will sell the 1950

GENERAL ELECTRIC TRIPLE-WHIP MIXER!

These customer-making features...



3 BEATERS SO EASY TO CLEAN!

For faster, more thorough mixing, your customers get three beaters. They're easy to clean... rounded corners... no center shaft.



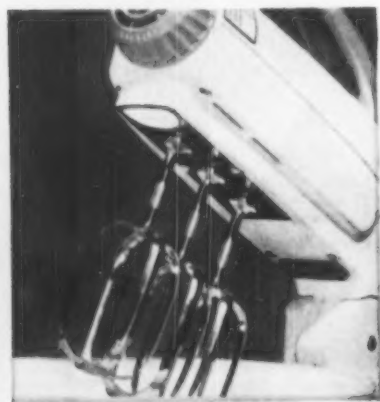
NEW AUTOMATIC JUICER!

Squeezes, and automatically strains a dozen or more oranges with no clogging. Four-quart and two-quart bowls accompany mixer, of course!



LIGHT WEIGHT—MORE POWER!

Weighs only 4 lbs as a portable, yet assures housewives constant power and lots of it—even at low speeds, even when mixing the heaviest batters.



BUILT-IN LIGHT!

Shines directly down into bowl. Housewives love it. And it makes as effective a point-of-sale demonstration as you'll ever come across!



NEW SPEED SELECTOR!

Newly designed Speed Selector located out front where you can read it. Customers are always sure of the just-right speed, whatever they're mixing!



LOW STORAGE!

"Flip over" feature lets mixer be stored under low shelves. Appliance and Merchandise Department, General Electric Company, Bridgeport 2, Conn.



\$34⁹⁵

\$34.95 (incl. Fed. Exc. Tax). Price subject to change without notice

PLUS CUSTOMER-CONVINCING ADVERTISING . . .

A year-round advertising program (the first in the history of the Triple-Whip Mixer) will get lots more interested customers into your store. Which is right where you want them!

And the sales-compelling features of the Triple-Whip Mixer will make it a cinch for you to turn interest into sales! See your distributor for new point-of-sale displays and consumer leaflets.

You can put your confidence in—

GENERAL  ELECTRIC

Just look at the magazines that will carry conviction-packed ads (including full-color full-pages at peak buying time) for the General Electric Triple-Whip Mixer throughout all of 1950!

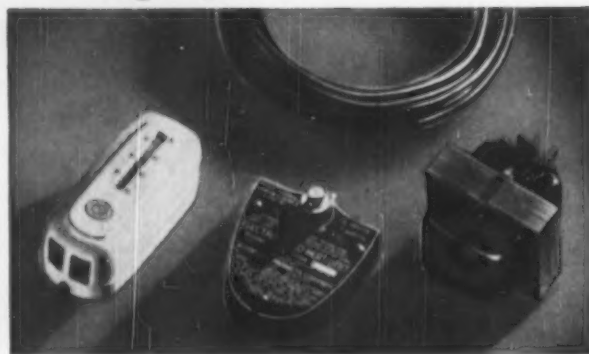
**Ladies' Home Journal . . . McCall's . . .
Good Housekeeping . . . Country Gentleman . . .
Bride's Magazine . . . and Modern Bride.**

HELP YOUR OIL
HEATER CUSTOMERS TO THE
PRICELESS COMFORT OF
Automatic Heat

Sell, Install **COMFORT MASTER**



**Automatic Control
for Oil Burning
Space Heaters**



Now your salesmen can develop **NEW SALES TO OLD HEATER CUSTOMERS** — and extra sales to new heater buyers — with the **A-P COMFORT MASTER**. Hundreds of oil heater users in your town will welcome this **AUTOMATIC TEMPERATURE CONTROL** — extra comfort and economy at the mere touch of a thermostatic dial. Already proved in homes throughout the country.

COMFORT MASTER is easy to install on any heater made since 1939, using A-P Model 240-D, U, or Y series manual controls. Just mount the "Auto-Heat Top" on the present manual control, and connect to Thermostat and Transformer.

A-P COMFORT MASTER Set Includes:

Heat Anticipating Thermostat, Auto-Heat Top, Plug-In Transformer, and all fittings. Model 240-ED for standard circulators, Model 240-ETS for fan-equipped heaters.

WRITE TODAY for the whole story on A-P COMFORT MASTER Automatic Controls for Oil Heaters — and complete Sales Helps.

COMFORT MASTER SALES ARE EASY

with all these Merchandising Helps! • Colorful Counter Stand • Display Card for Heater Mounting • Folders for mail to Users • Newspaper Ad Mats • A-P "Album" listing A-P Equipped Oil Heating Appliances • Slide-Sound Film for Dealer Showing

AUTOMATIC PRODUCTS COMPANY

2400 North Thirty-Second Street, Milwaukee 10, Wisconsin

DEPENDABLE Controls
FOR OIL • COAL • GAS HEATING

Experts Say Americans Will Spend Over \$1-billion on Refrigerators

Chamber of Commerce survey places
furnishings volume at \$10-billions

Americans will spend \$1,200,000,000 for refrigerators and home freezers in 1950 according to estimates on consumer purchases of home furnishings compiled recently by the domestic distribution department of the Chamber of Commerce of the United States.

The whopping expenditure for refrigerators and freezers will account for 12.2 percent of the total sum spent during the year for all home furnishings. Purchases of radios, television and record players (\$740,000,000) will account for another 7.5 percent of the total. Other appliances for which figures are available are: washing machines—\$390,000,000 or four percent of the total; electric ranges—\$210,000,000 or 2.1 percent of the total; vacuum cleaners—\$190,000,000 or 1.9 percent of the total; sewing machines—\$170,000,000 or 1.7 percent of the total; irons and ironing machines—\$70,000,000 or .8 percent of the total; and toasters—\$40,000,000 or .4 percent of the total.

Income Groups. A total expenditure of \$9,900,000,000 for home furnishings is forecast in the estimate. Families with incomes between \$2,000 and \$5,000 will pay for \$3,900,000,000 of this amount while those with incomes below \$2,000 will buy \$800,000,000 of home furnishings. The remaining \$5,200,000,000 will be spent by those families with incomes over \$5,000.

The study estimates that families with average incomes buy a refrigerator or freezer every 12 years, those with above average income every 8 years and those with below average incomes every 14 years. The first group replaces a radio set, TV receiver or record player every two years; wealthier families buy at the same interval on these items

while those families with below average income make such a purchase once every six years. Average purchase interval for the average income family on vacuum cleaners is 19 years, on washing machines 20 years, on irons and ironing machines 15 years, on toasters 20 years and on electric ranges and sewing machines some period longer than 35 years.

Average Sale. The family with an average income pays \$250 for a refrigerator or freezer, \$140 for a washing machine, \$240 for electric ranges, \$63 for vacuum cleaners, \$120 for sewing machines, and \$14 for toasters.

Beaumont Salesman Elected To York Hall of Fame

Joe Talbot, manager of the air conditioning department of the Reed Co., Beaumont, Texas, has been made a lifetime member of the York Corp.'s "salesmen's hall of fame" in recognition of his outstanding sales performance.



Range with Television



TV ON A RANGE is California's latest contribution to the appliance-radio industry. Actress Dee Tormey watches the technique of Chef Milani on a seven-inch screen as she prepares her own dinner. Speaker is mounted so that sound is transmitted through one of forward vents. Tuning knobs are at left of the screen.

WAIT..
till he sees what
Westinghouse
is going to..
SPRING
THIS
Spring!
on Laundromat
on Clothes Dryer!

See big announcement in April

Electrical Merchandising
Electrical Dealer
Retailing Daily
and other trade papers

Priced to sell . . . Built to Perform!

The NESCO

Fuel Oil Heater Line now includes two new 8-inch models



RADIANT CIRCULATOR NO. 750—30,000 BTU'S Per Hour

BEAUTY AND ECONOMY! Rich, high lustre, mahogany finish. Special baffle traps flame in combustion chamber giving more heat from less fuel. Efficient 8" Pot Type burner. Shell perforated for most effective radiation. A. P. Constant Level valve with waist high burner control. Adjustable draft regulator. Large, easy-to-fill, 3-gallon fuel tank with shut off valve. Lighter door has large opening for lighting and cleaning and is conveniently located at front of heater.



CIRCULATOR No. 850 70,000 BTU's Per Hour

CAPACITY KING OF THE LINE! For larger-than-average homes, this big, beautiful circulator has exclusive Nesco "Heaterator" with 13" Pot Type burner that converts each molecule of oil into usable heat. Side reflector doors direct radiant heat.

CIRCULATOR No. 800 51,000 BTU's Per Hour

PROVED PERFORMANCE! Designed for the average home, this Nesco model has thousands of enthusiastic users. Efficient combination of patented burner, baffle and heat accelerator tube. Side reflector doors for directional radiant heat.



RADIANT HEATER NO. 700 30,000 BTU'S Per Hour

EFFICIENCY AND LOW PRICE! Welded steel combustion chamber with black finish. Black japanned base, tank, sub can and baffle. Easy-to-fill tank has a large bail handle for simplified carrying. Special baffle traps flame in combustion chamber giving more heat from less fuel. Efficient 8" Pot Type burner. Accurate brass metering valve. Sub can has built-in screen that strains all oil feeding to valve.

Full Line of Accessories to Meet Every Heating Need
WRITE FOR FULL INFORMATION

NATIONAL ENAMELING AND STAMPING COMPANY

EXECUTIVE OFFICE:
270 N. 12TH ST., MILWAUKEE 2, WIS.

SALES OFFICES:

Brookline Park, Chicago
Candler Building, Atlanta
280 Fifth Avenue, New York
Anderson Building, St. Louis
Western Merchandise Bldg., San Francisco

Another **SMASHING**

Automatic Gas Ranges

BUILT TO



STANDARDS

AB
ACORN
CALORIC
CLARE
CROWN
DETROIT JEWEL
ESTATE
GAFFERS & SATTLER
GARLAND
GLENWOOD
GRAND

HARDWICK
INGLIS-TAPPAN
MAGIC CHEF
MAYTAG DUTCH OVEN
MOFFATS
OCCIDENTAL

ODIN BEAUTYRANGE
O'KEEFE & MERRITT
ORIOLE
PERFECTION
QUALITY
ROPER
SPARK
TAPPAN
UNIVERSAL
WEDGEWOOD
WESTERN HOLLY

HERE'S WHY "CP" IS YOUR STRONGEST SELLING TOOL

The "CP" trade mark was created to give your customers a nationally-recognized buying guide to Cooking Perfection and the finest in cooking equipment. "CP" on a gas range means that it has been built by a member of the Gas Appliance Manufacturers Association, and tested to meet the Association's highest standards—standards created on recommendations made by leading Manufacturers, the American Gas Association and the LP Gas Association.

For all types of gases in cities, towns and on farms.

GAS RANGE PROMOTION

Right on the Heels of the Old Stove Round Up Comes



To Move High Grade Gas Ranges Off Your Floor in Volume

The nationwide Old Stove Round Up was the most successful promotion in the history of the Gas Appliance Industry! It pushed gas range sales to all-time highs.

Now, comes the first of the great, nationwide 1950 gas range promotions—the Spring Style Show—backed and promoted by 30 big gas range manufacturers, and over 400 utilities, to make money for you.

Again Gas has got it... FOR VOLUME SALES. The Gas Industry again unites in a massive, all-out drive to help you sell the top-of-the-line ranges you handle. Wave after wave of national and local promotion drives are coming your way to help you cash in on the 1,000,000 new-home market and the big, growing replacement market (2 out of 3 of the 27,000,000 gas ranges in use are more than 10 years old).

Again Cp Offers You Top Profits...

...10 to 20% More

"CP" models are the top profit models of the top profit lines—you make 10 to 20% more profit on gas ranges than on other appliances. "CP" is the buying guide your customers will look for on your sales floor. "CP" is the selling tool you need to move top quality ranges off your floor in steady volume. Tie in and cash in.

GAS APPLIANCE MANUFACTURERS ASSOCIATION, INC.
60 East 42nd Street • New York 17, N. Y.



LOOK...Here's how

YOU TIE IN. See what's cooking for you! For tie-in plans that will make you a part of the 1950 Gas Range Spring Style Show, ask your manufacturer, your gas utility — or write, Gas Appliance Manufacturers Association, Inc.



WHEN THE HEAT'S ON

You'll sell more Dearborn Weather-Maker evaporative coolers and the new 1950 Sifon-Aire window fan . . because

DEARBORN POINTS YOU TO YOUR PROSPECTS!

When the heat's on in the cooler market this summer, Dearborn is ready to show you how to get your customers while they're hot! With America's most advanced line of evaporative coolers and the revolutionary new Sifon-Aire Window Fan, Dearborn has the products for your market . . and Dearborn is going to *point you to your prospects!*

AND HERE'S HOW . .

At a considerable expenditure of time and money, Dearborn has done a lot of fact-finding in *your* trading area . . its researchers have narrowed the market right down to *your* potential Dearborn cooler sales — right down to the people who mean money in the bank for *you*.

Your Dearborn representative can give you facts and figures on your market area — tell you where your prospects are—how much spendable income they have and other vital information. It's an exclusive Dearborn market analysis, prepared especially to help you sell more . . make more in 1950 . . with the 1950 Dearborn Weather-Makers!



DEARBORN STOVE COMPANY
DALLAS • CHICAGO
1700 WEST COMMERCE ST., DALLAS, TEXAS
Offices at 1836 N. Pelossi Road, Chicago • 3625 S. Grand Avenue, Los Angeles
1553 Market Street, San Francisco • 304 Nelson Street, N. W., Atlanta



PACE SETTERS . . PROFIT MAKERS
The Dearborn WEATHER-MAKERS for 1950



THE EXCLUSIVE Swing-front DEARBORN-AIRE DEF-228
America's most advanced evaporative cooler!



THE REVOLUTIONARY NEW 1950 SIFON-AIRE WINDOW FAN DWF-25B
Brand new ORCHID blade, most efficient ever designed for an exhaust fan!



THE DEARBORN-AIRE DEB-25 AND 35
New features, new efficiency — new profits for you!

A powerful national advertising campaign will tell the Dearborn Weather-Maker story in America's leading publications—it's a hard-hitting selling aid that will help you make more sales!

New Products



BENDIX Economat Washer
Bendix Home Appliances, Inc.,
South Bend 24, Ind.

Model: Bendix Dialomatic Economat semi-automatic washer.

Selling Features: Agitator-type companion model of the Bendix Economat; equipped with triple-action Wonder-tub of Metexalloy; undertow washing action; floataway-flushaway draining and squeeze-drying; uses a plastic agitator; does not spin so requires no bolting; operated by single dial that controls automatic washing rinsing and squeeze-dry operations; casters make it possible to move washer to any location.

Price: \$169.95.

Electrical Merchandising, Mar. 1950



THOR Dryer
Thor Corp., Chicago 50, Ill.

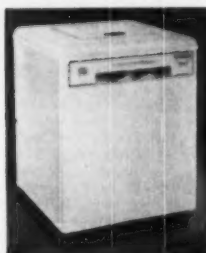
Device: Thor automatic tumbler type dryer.

Selling Features: 8 lbs. dry clothes capacity, or 18 lbs. wet; completely perforated aluminum finished steel cylinder; 3 smoothly tapered baffles help tumble clothes when cylinder is revolving; 26½ in. diam., 18 in. deep; thermostat control shut-off—accurate humidity control shuts off element when air temperature reaches 185 degs. F. for "dry" setting or 160 degs. F. for "damp-dry." Dryer cylinder and fan continue to operate from 4 to 8 minutes to cool clothes for comfortable handling; automatic re-set type safety thermostat shuts off element at 210 degs. F. if temperature control ever fails; heating element located to give overhead heating draws approximately 4500 watts; 220-volts; operates on vacuum system—large high speed fan draws 90 cu. ft. hot air per min. through clothes, eliminating need for

dryer seals; large capacity drawer-type lint trap; clean-out tube; ½ h.p. motor, 110-120 volts a.c.; "damp dries" in 20 to 35 min.; fully "dries" in 35 to 45 min.; cabinet 30 in. wide, 24½ in. deep, 36 in. high; white baked enamel finish; large front opening for easy loading and removal of clothes; average drying temperature through most of the cycle is 150 degs. F.

Price: \$239.50.

Electrical Merchandising, Mar. 1950



G-E Automatic Washer
General Electric Co., Bridgeport, Conn.

Model: No. AW6-A8, rectangular, top-loading automatic washer.

Selling Features: Does not have to be bolted down; 9 lbs. normal capacity, but when no more than 5 lbs. clothes are to be washed, water required can be reduced 40 percent by operating water-control cylinder in top of activator; improved rinsing and drying action; new overflow rinse removes loose soap and suds during rinse cycle; operation of washer is same regardless of size of load.

Price: \$369.95.

Electrical Merchandising, Mar. 1950



STARRETT Air Conditioners
Starrett Television Corp., 601 W. 26th St.,
New York 1, N. Y.

Models: 4 New "Coolatron" air conditioners—2 window and 2 console.

Selling Features: Nos. 50 and 75, window models, measure 15½ in. high, 27 in. wide, 25½ in. deep; designed to

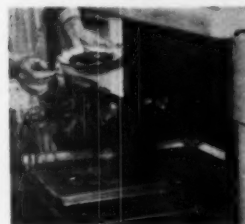
extend only 8½ in. into room. No. 50 has ½ h.p. hermetically sealed compressor; 5700 btu per hr. cooling capacity. No. 75, has ¾ h.p. compressor, 8600 btu per hr. cooling capacity.

Console model No. 175 has a ¾ h.p. compressor, 8600 btus; No. 1100 console, 1-ton h.p. compressor, has 11,000 btu cooling capacity.

All models feature built-in De-De-fier; output grille directs air ceiling-ward for even, draft-free ventilation; "Dry-Namic" moisture remover—a specially designed water and air-cooled condenser that disposes of moisture from room; 3 rows of copper tubes with 11 aluminum fins to the inch; heat-exchanger tube is wound around accumulator, assuring only dry, odor-free Freon returning to compressor; filter is full size of cooling coil, filters dust, pollen from air; easy to install, no water connections, ducts or pipes; variable capacity regulator.

Prices: No. 50, \$299.95; No. 75, \$349.95; No. 175, \$549.95; and No. 1100, \$599.95.

Electrical Merchandising, Mar. 1950



ADMIRAL Ranges
Admiral Corp., 3800 W. Cortland St.,
Chicago, Ill.

Models: 5 Admiral 1950 "Flexo-heat" ranges.

Selling Features: Line includes an apartment size, a small home model, and a big two-oven "Flexo-heat" unit. Flexo-Heat heat controls are similar to volume control on radio—simply dial heat required for a specific dish; simplified pushbutton timer—instead of clock dials and "set" devices, the new timer consists of a series of push and pull buttons set 15 min. apart around face of range clock; timer also controls appliance outlet where a radio or other appliance can be automatically controlled; electric barbecue spit is also available as an accessory, can be inserted into range oven where 3500 watt broiler unit concentrates heat directly on revolving roast—no basting required.

Electrical Merchandising, Mar. 1950



FRIGIDAIRE Ranges
Frigidaire Div., General Motors Corp.,
Dayton 1, Ohio

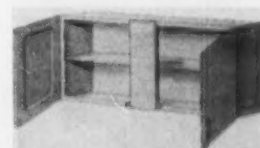
Models: Two new "Thrifty 30" models; five 40-in. models; and two 24-in. models.

Selling Features: RM-30 and RM-35 compact, all-porcelain, 30-in. models have full-width twin unit oven 23 x 15 x 16½ in. that holds 6 pies or 10 loaves of bread; 4 new flat-top Radiantube surface units; convenient appliance outlets; leveling glides; RM-35 features a new Cook-Master oven clock control that combines automatic cooking with a cooking top lamp and an electric clock; full width storage drawer under large oven.

RM-75 and RM-65 DeLuxe models, RM-75 features 2 complete ovens and RM-65 has a single oven and a warming drawer; both models have modern streamlined styling, highback panels; Thermizer Deepwell cookers; faster Radiantube units; full-width fluorescent lamps, "6-60" time signal and large ovens; 2 Economy 40-in. models and two 24-in. apartment size models complete the line.

Prices: 30-in. models RM-35, \$199.75; RM-30, \$169.75; 40-in. models RM-75, \$349.75; RM-65, \$309.75; RM-45, \$279.75; RM-27, \$239.75; RM-17, \$209.75; 24 in. ranges, RK-3, \$154.75; RK-4, \$164.75.

Electrical Merchandising, Mar. 1950



YOUNGSTOWN KITCHEN Cabinet
Mullins Mfg. Corp., Warren, Ohio

Device: New wall cabinet.

Selling Features: 42 in. wide, 18 in. high, 13 in. deep; white enamel finish; designed for use over a range or refrigerator; sound deadened doors are 18 in. wide separated by a 6-in. mul-lion; torpedo catches hold door firmly closed and rubber bumpers prevent metal from striking metal; chrome door pulls.

Electrical Merchandising, Mar. 1950

New Product Highlights

Frigidaire introduces a new 30-in. range—small in size, large in oven capacity.

Bendix adds a semi-automatic to its Economat line.

Starrett Television Corp. enters air conditioning field.

Thor announces a new automatic dryer.

ELECTRICAL APPLIANCE NEWS

New Products



A-B Ranges

A-B Stoves, Div. Detroit-Michigan Store Co., Battle Creek, Mich.

Models: No. 50-950, double oven, 6-surface unit model; No. 50-890, No. 50-840 and No. 50-700.

Selling Features: No. 50-950 twin ovens have Pyrex windows; 2 heavy cast aluminum broiler pans; oven lights; chrome non-tilt oven racks; 6 surface units have 7-heat rod-type burners with signal lights; built-in automatic timer and lamp; 2 handy utility drawers below ovens.

No. 50-890 has one oven and a giant size warming oven; 4 surface units with 7-heats; available with or without Pyrex oven window; 2 extra storage drawers; built-in timer, and fluorescent light.

No. 50-840 has one oven with or without Pyrex window; 7-heat rod type surface units, 5-qt. deep-well cooker; giant size storage compartment; built-in timer.

No. 50-700 standard model has large capacity oven without window; giant size storage compartment; 7-heat rod-type surface units; appliance outlet.

Other features include 3-way selector switch, automatic timer, fluorescent light and Titanium porcelain exterior finish.

Electrical Merchandising, Mar. 1950

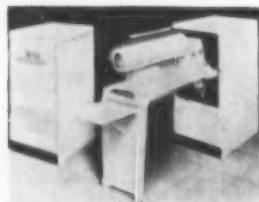


APEX Automatic Home Laundry

The Apex Electrical Mfg. Co., Cleveland, O.

Device: Apex "automatic home laundry."

Selling Features: Consists of the Wash-A-Matic clothes washer, automatic clothes dryer and Fold-A-Matic ironer, all restyled to match one another and give a unitized appearance in the laundry. Wash-A-Matic is produced in 3 models, each featuring the "bouncing basket" washing action; all models are completely automatic; 8 lbs. capacity; complete washing and triple rinsing uses only 24½ gal. water; white baked enamel cabinet. Custom Wash-A-Matic features an interior light, safety lid which automatically stops machine when lid is lifted; hydraulic counter-balancing permits



wood floor installations. Deluxe model also features hydraulic counter-balancing; Standard model is designed for permanent installation on cement floors; has all the automatic features of Custom and Deluxe models.

Prices: From \$219.95 to \$289.75 in Zone 1.

Electrical Merchandising, Mar. 1950



APEX Dryer

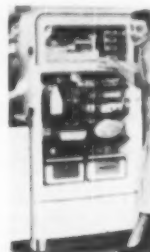
The Apex Electrical Mfg. Co., Cleveland, O.

Device: Apex clothes dryer No. 700L.

Selling Features: Automatically damp-dries clothes in from 20 to 35 min.; dries them completely in from 30 to 45 min.; 8 lbs. dry clothes capacity; patented vacuum drying system and gentle tumbling action; safety thermostat automatically shuts off heating element at 210 degs. in case of unforeseen difficulty; 4500 watt element operates on 220 volts; large capacity lint trap; ¼ h.p. motor, 110 volts, 250 watts; 1750 rpm; cylinder completely perforated to facilitate air circulation rotates counter-clockwise at 48 rpm.

Price: \$239.95 in Zone 1.

Electrical Merchandising, Mar. 1950



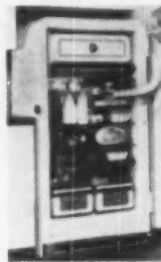
FRIGIDAIRE Refrigerators

Frigidaire Div., General Motors Corp., Dayton 1, Ohio

Models: 3 types of refrigeration in 4 series—Imperial, DeLuxe, Master and Standard in 10 sizes ranging from 4 to 17 cu. ft.

Selling Features: 2 Imperial models, 8 and 10 cu. ft. capacity are 2-door combination models with separate Locker-Top freezers which hold 50 and 70 lbs. frozen food; new improved Cold-Wall refrigeration in main food compartment; equipped with new Refrig-o-plate, as part of the Cold-Wall cooling system; innovations include adjustable and sliding aluminum shelves; plastic basket drawers; deeper porcelain twin hydrators; ice-blue and gold interior trim.

2 DeLuxe models DM-90 and DM-107 have extra-large, full-width Super-Freezer chests; new improved Cold-wall cooling in walls and bottoms; DM-90, 9 cu. ft. capacity DM-107, 10.7 cu. ft.; new cabinet design with full-length door; more compact



powerful rotary Meter-Miser compressor affords extra storage space (9 cu. ft. model occupies little more than space of old 5-ft. models); sliding aluminum shelves twin extra-deep "stack-up" hydrators; full-width plastic Chill Drawers; Super-Freezer Chests hold 45 and 49 lbs. frozen foods; ice-blue and gold interior trim.

3 new Master series cooled by extra-large Super-Freezers located in upper right side of food compartments; MM-110, 11 cu. ft.; MM-9, 9.2 cu. ft.; and MM-76, 7.6 cu. ft.; gold-and-white finish; adjustable aluminum shelves; new porcelain meat drawer has plastic trivet designed to provide controlled ventilation at bottom; twin "stack-up" hydrators; jack shelves; super-freezers have 19 to 29 lbs. capacity.

2 Standard models, SM-76, 7.6 cu. ft., and SM-60, 6 cu. ft. has 19 and 15 lbs. frozen food capacities; newly located Super-Freezers; improved Meter-Misers; rust-resistant shelves; deep, sliding porcelain Hydrators and Quickcube ice trays.

Special 4 and 17 cu. ft. models for extra small and extra large requirements, and a full 6 cu. ft. model complete the line.

Prices: Imperial models, IM-100, \$449.75; IM-80, \$399.75; DeLuxe DM-107, \$349.75; DM-90, \$309.75; Master MM-110, \$299.75; MM-92, \$269.75; MM-76, \$234.75; Standard SM-76, \$219.75; SM-60, \$194.75. Special models AM-43, \$184.75; AM-60, \$189.75; and ML-171, \$617.75.

Electrical Merchandising, Mar. 1950



PHILCO Freezer

Philco Corp., Tioga & C Sts., Philadelphia, Pa.

Model: EH-121 has been added to round out Philco home freezer line.

Selling Features: 12 cu. ft. chest type freezer; holds 420 lbs. frozen foods; designed so that 70 percent of storage space is within easy reach of upper half of cabinet; temperatures as low as 15 degs. below zero for sharp freezing in any of 3 compartments; easy-lift storage baskets interchangeable in 2 end compartments; for easier storing and selection a plastic utility tray on top of center compartment serves as temporary shelf.

Price: \$349.50.

Electrical Merchandising, Mar. 1950



STATE PRIDE Range

State Stove & Mfg. Co., 309 S. First St., Nashville, 6, Tenn.

Model: No. 18-0, apartment range.

Selling Features: Equipped with 3 surface burners; one 8-in. TK monotube 1900 watt and two 6-in. 1100 watt burners, each equipped with 7-heat switch; over-sized oven—2400 watt top unit and 2000 watt lower unit; 1-piece porcelain oven; Robertshaw oven control; Fiberglas insulation; adjustable non-tilt oven racks; pull-out smokeless boiler pan; large storage drawer below oven; white porcelain exterior with chrome strip; lamp assembly and automatic interval timer set also available in model 18A-0.

Electrical Merchandising, Mar. 1950



ADMIRAL Refrigerators

Admiral Corp., 3800 W. Cortland St., Chicago 47, Ill.

Models: New line of 7 long-door models; and 2 new Dual-Temps.

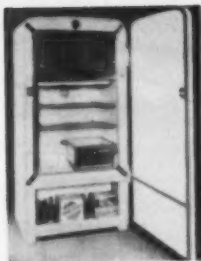
Selling Features: Long-door models available in "Master" and "Deluxe" series in 7, 9, 11 and 14 cu. ft. capacities; dry storage bin has been eliminated new full-length cold door, allows more cold storage space, and utilizes less floor space—the 9.1 cu. ft. model is only 44 in. high, and a little over 2 ft. wide and deep; freezing compartment extends across entire cabinet; drawer under freezer holds 16 lbs. frozen food or ice cubes; can be lowered a notch in warm weather to let air circulate above it, providing more cold when needed; new door will not warp or buckle in any climate; balloon-type rubber gaskets seals in cold.

Dual-Temp, 2-temperature models have 10.6 and 13.1 cu. ft. capacity; working from same freezing unit, the upper portion, similar to new full-width freezing compartment in appearance, maintains temperatures as low as 20 degs. below F., holds 72 to 84 lbs. frozen food and 18 lbs. ice cubes; lower compartment maintains average temperature of 38 degs. above F. and an average humidity of 85 percent; cooling coils buried between inner and outer shells of cabinet make this possible; tiny ultra-violet lamp emits ozone to sterilize air and retard odors; special heating unit in invisible drawer at bottom of refrigerator catches moisture that drips down walls and evaporates it as it drips into compartment.

Prices: 7 cu. ft. "Master," \$189.95; "Deluxe" \$214.95; 9.1 cu. ft. "Master," \$239.95; "Deluxe," \$259.95; 11.1 cu. ft. "Master," \$279.95; "Deluxe," \$299.95; 14.1 cu. ft. "Deluxe," \$339.95.

Dual-Temp models, 10.6, \$399.95; 13.5 cu. ft., \$449.95.

Electrical Merchandising, Mar. 1950



UNIVERSAL Refrigerators
(Landers Frary & Clark)
Refrigeration Sales Co., Box 119,
Lima, Ohio

Models: US82MD, UR82D and UR82S.

Selling Features: UR82MD has 7.5 cu. ft. capacity; full width meat keeper; 67-lb. frozen food compartment; large porcelain crisper pan holds 141 qts.; 2-plate horizontal leak-proof evaporator; 2 twist-action ice cube trays; triple chrome-plated shelves; double evaporator doors of iridescent gold and Sylvan green; chill tray handle, crisper pan handle also trimmed in green; full-length door; 1-piece acid-resistant porcelain liner; 3-in. Fiberglas insulation; dehydrator chest at bottom for storage of cereals, crackers, bottles, etc.; 8-point Ranco cold control; DuPont Hy-baked Dulux enamel over bonderized steel exterior; Tecumseh or Universal 4 h.p. hermetically sealed unit with Freon 12 refrigerant.

UR82D has 8.3 cu. ft. capacity with 23 lbs. frozen food capacity; U-type evaporator with shelf; crisper pan; 1-evaporator door an iridescent gold and green.

UR82S, has 8.2 cu. ft. capacity; 21 lbs. frozen food capacity; U-type evaporator with shelf has no door; 1-glass chill tray.

Electrical Merchandising, Mar. 1950



PHILCO Ranges
Philco Corp., Tioga & C Sts.,
Philadelphia, Pa.

Models: 9 new ranges include a double-oven models; 4 single-oven models and 2 Space Saver apartment models.

Selling Features: New "Broil-Under-Glass" broiler provides smokeless broiling—a tempered oven glass shield prevents grease from striking and burning on broiler coils and permits infra-red heat rays to penetrate food, broiling foods in their own cooking vapors.

Double Oven model 408 has full width backguard, 1-piece top and working surface; automatic controls grouped at right side of backguard; two ovens consist of a Philco Banquet oven which will hold a 40 lb. turkey—5500 cu. in. capacity, automatically controlled by thermostat; 2 removable high-speed elements; 2 stainless lock-stop shelves provide 17 different shelf positions; a deluxe broiler pan with reversible nicked steel rack for roaster and "Broil-Under-Glass".

"Thrift" oven for normal broiling, baking and roasting has a high-speed element interchangeable to bake and broil positions; automatically controlled; "Broil-Under-Glass" attachment can be used in this oven also;

ELECTRICAL APPLIANCE NEWS

New Products

Speedomaster surface units have flat tops with single tube providing 5-heats.

No. 406 has Banquet and Thrift ovens, "Broil-Under-Glass" unit; automatic controls out of heat and steam zones; illuminated by chrome shaded floodlight; removable porcelain crumb tray beneath surface units; balanced oven doors.

No. 404 has 2 oven with many deluxe features.

Single oven No. 407, similar to double-oven No. 408 in style and automatic features; equipped with Jiffy-Lift unit which enables the deepwell cooker to be converted to a 4th surface unit.

No. 405 has "Broil-Under-Glass" single Banquet oven; a large deepwell cooker as standard equipment.

No. 403 single-oven model similar to No. 404 double-oven model with 3 Speedomaster surface units and a 6 qt. deepwell cooker.

No. 401, 40-in. single oven model has extra large Mono-Unit oven and 4 surface units.

Space Saver models 202 and 204 are 21 in. wide, No. 204 has 3 Speedomaster surface units and a 6 qt. deepwell cooker; a large oven with 4800 cu. ft. capacity, removable elements; lock-stop shelves; crumb tray; 1-piece porcelain oven liner. Automatic cooking is also available in No. 204 at slight extra cost.

Prices: No. 408, \$349.95; No. 407, and 406, \$299.95; No. 405, \$239.95; No. 404, \$249.95; No. 403, \$199.95; No. 401, \$169.95; No. 204, \$159.95; No. 202, \$129.95.

Electrical Merchandising, Mar. 1950



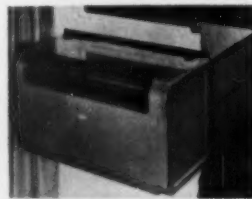
WAYNE Water Conditioner
Wayne Home Equipment Co., Inc.,
Ft. Wayne, Ind.

Device: Wayne Phos-Lux water conditioner.

Selling Features: New water conditioning unit feeds traces of a phosphate mineral known as "Phos-Lux" into home water supply; the mineral stabilizes iron, prevents its oxidation to objectionable red flocs, eliminating staining of plumbing fixtures and laundry by "Red Water" deposits; reduces scale deposits and corrosion in water heaters even under severe well-water conditions; 10 parts of mineral per million of water were used; not recommended to replace softeners, it increases water softener efficiency by preventing fouling of zeolite softener bed; unit is installed in water lines on the discharge side of meter or pump, water flows through a bed of polyphosphate crystals until mineral level is lowered to point where new crystals must be added.

Price: \$16.15; refill units of mineral \$1.30 per 1½ lb. package.

Electrical Merchandising, Mar. 1950



FRIGIDAIRE Air Conditioner
Frigidaire Div., General Motors Corp.,
Dayton 1, Ohio

Model: New 1-h.p. window type room air conditioner.

Selling Features: Complete with 2 separate Meter-Miser refrigerating systems; recessed control dial; new grille with adjustable louvers directs air to any part of the room.

Filter slips out through bottom; air is drawn through bottom rather than sides; compact remote type units cool, ventilate, filter, dehumidify and circulate air.

Electrical Merchandising, Mar. 1950



NORGE Range
Norge Div., Borg Warner Corp.,
Detroit 26, Mich.

Model: No. PE-25 Norge automatic range.

Selling Features: Roomy 38 in. range with 2-way automatic clock control of oven and appliance outlet; Titanium porcelain enamel exterior; full-width porcelain lamp has 2 lights and includes electric clock and timer; 3 large utensil drawers; 7-speed tailored-heat surface units; easy-to-read Tele-switch controls give proper temperature; "blended" heat oven; "Char-Coil" broiler consists of large broiler pan and adjustable, 4-way smokeless grill; six-quart deepwell cooker; 1-piece top and backrail finished in acid-resisting Titanium; glass fiber insulation; cove recessed base; pressure cooker to fit deepwell available as extra equipment. 38 in. wide, 27 in. deep; 16x15½x20 in. oven.

Price: \$199.95.

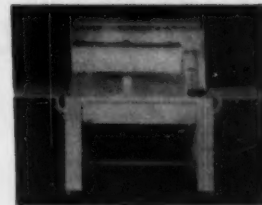
Electrical Merchandising, Mar. 1950



G-E Ironers
General Electric Co., Bridgeport, Conn.

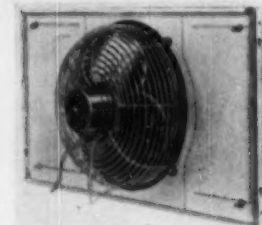
Models: 3 new rotarys increase the G-E ironer line to a total of 7 models.

Selling Features: 2 rotary ironers AR-70 and AR-60 are automatic, thermostatically controlled cabinet models



with 26 in. rolls; AR-70 operates at 2 speeds; has a press position. AR-60 is a 1-speed model. Portable model AR-30 is light-weight, manually operated; with a 22-in. roll and a press control. Prices: AR-70, \$169.95; AR-60, \$139.95; AR-30, \$49.95.

Electrical Merchandising, Mar. 1950



KISCO Window Fans
Kisco Co., Inc., 2400-40 DeKalb St.,
St. Louis 4, Mo.

Device: Kisco portable window fans—12, 16 and 20 in. models.

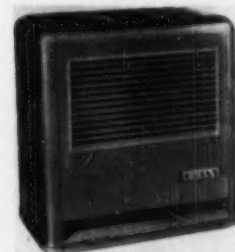
Selling Features: All models have adjustable panels for easy installation; gray finish; chrome spiral safety guard; adaptable for use as a floor fan by attaching a front guard; resilient rubber mounted motors. 20-in. fan uses a 1/12 h.p. 2-speed motor, 3-blade 20-in. varified air impeller; adjustable for windows 29 to 34 in. 3000 cfm.

16-in. model uses a 1/15 h.p. motor, 4-blade, 16-in. impeller; fits windows 28 to 38 in.; 1850 cfm.

12-in. model as 1/40 h.p. motor, 3-blade, 12 in. impeller; 950 cfm.

Prices: 20-in. model, \$49.95; 16-in. model, \$29.95; and 12-in. model, \$22.95.

Electrical Merchandising, Mar. 1950



EVANS Oil Heaters
Evans Products Co., Plymouth, Mich.

Models: Evans 1950 line of oil heaters has been redesigned and restyled.

Selling Features: The line includes console type oil heaters with large radiant grille area; forced-air heat at floor level; completely removable burner.

Evans new 50,000 btu standard oil heater has blower forced floor-level heat as optional equipment; new larger heat chamber; and a quickly removable Evans burner.

Upright model No. OF-130 has new cabinet design for greater radiant heat circulation; leg levelers; removable burner.

New line of Cadillac automatic, forced warm-air furnaces designed for small to medium size homes features a closet type of cabinet that occupies less than 22 x 24 in. floor space.

Electrical Merchandising, Mar. 1950

Sell Up to KitchenAid!



SELL up to KitchenAid not only for greater profits to you . . . BUT for better service to your customers. You can sell KitchenAid Food Preparers with confidence because they're *the finest made*. Once you've sold a KitchenAid, you've gained a repeat customer . . . one who knows you sell quality products. A KitchenAid user is a KitchenAid booster . . . for life.

Why? Only KitchenAid has *Planetary Mixing Action* . . . with a self-scraping beater traveling around a locked bowl, beating as it rotates. Only KitchenAid is *plus* powered to handle any mix from a single egg white to pastry dough. Only KitchenAid permits accurate timing of mixing.

KitchenAid has the widest range of useful attachments with the built-in power to operate them without complicated "power boosters."

You'll find it pays . . . in bigger profits and more satisfied customers . . . to sell up to KitchenAid.

Your customers like good coffee and you can help them. A KitchenAid Coffee Mill is a *must* for the home where good coffee is important. Head up your appliance display with KitchenAid. You'll find it pays to demonstrate.



KitchenAid

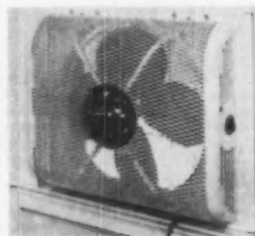
THE FINEST MADE

Built by Hobart,  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

ELECTRICAL APPLIANCE NEWS

New Products



CLIMAX Home Cooler

Climax Machinery Co., 301 So. LaSalle St., Indianapolis 1, Ind.

Model: Climax D-20 home cooler.

Selling Features: Fits most windows—standard extension panels adjust to windows from 28½ to 36 in., 24 in. high and 9½ in. deep, extra-wide panels available at slight extra cost; easy to install; 4-blade, 20-in. diam propeller has 23 deg. pitch; speeds, 1015 rpm. high, 500 rpm. at low; 300 to 1400 cfm; 1½ h.p. motor, a.c.

Price: \$49.95.

Electrical Merchandising, Mar. 1950



LEONARD Refrigerators

Leonard Div., Nash-Kelvinator Corp., Detroit, 32, Mich.

Models: 10 new Leonard refrigerators include 4 Super Deluxe models with 11 to 12-cu. ft. capacities; 3 8-cu. ft. models; 1 7-cu. ft.; and 2 6-cu. ft. models.

Selling Features: Super Deluxe models, refrigerated from top-to-base include LTM, 12 cu. ft., 2-door, combination refrigerator-freezer; has a frozen food chest across-the-top with separate full-width door; holds 80 lbs. frozen foods, 4 single-width ice cube trays with built-in cube release lever and tray release, and a transparent 6-qt. polystyrene meat tray with aluminum cover. Freezer, separated from lower food chamber by wall of fiberglass insulation, maintains approximately zero temperature, may be used for freezing and long-time storage. Lower food compartment has glass shelves to retard normal air circulation and loss of natural food moisture; a secondary set of cooling coils along back of food compartment provides refrigeration throughout cabinet; 2 shelves are enclosed behind clear polystyrene doors providing high-humidity storage, known as "Hi-Humid fresher"; "Handitray" polystyrene utility tray; glass-covered, sliding super-crisper pull-out compartment has 40 qts. moist refrigerated capacity; fitted with removable divider. All Super Deluxe models are fitted with full-length door.

LMM, Hi-Humid model has 10.9 cu. ft. capacity; a full-width freezer, 50 lbs. capacity with glass shelves; a "Hi-Humid fresher"; handitray and

40-qt. sliding super crisper.

LFM, 10.9-cu. ft. capacity, equipped with full-width, 50-lb. frozen food chest; handitray; sliding 40-qt. crisper; humidity control baffle with extra meat-storage room; half of lower welded bar-type shelf removable for tall bottles.

LVM has 11.9 cu. ft.; features side-mounted frozen food chest with 42½ lb. capacity; white polystyrene meat tray; 40 qt. sliding super-crisper; handitray; adjustable bar-type shelves.

LRL, 7.9-cu. ft. conventional designed model with complete deluxe features has a full-width freezer of 50 lbs. capacity, a baffle for humidity control with a compartment for temporary meat storage; 2 large sliding polystyrene crispers with total capacity of 24 qts.

LKK 8-cu. ft. full-width freezer with 2 self-closing doors of white molded polystyrene; holds 40 lbs. frozen food; humidity control baffle and 12-qt. sliding crisper.

LRE, 8.6 cu. ft. model, equipped with 35-lb. side-mounted frozen food chest; white polystyrene meat tray with cover and sliding 12-qt. crisper.

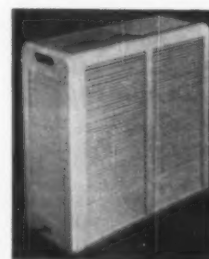
LRB, 7-cu. ft. model has a 25-lb. high-speed freezer; molded glass chilling tray and 13 qt. sliding crisper of porcelain.

LRC has 6.1 cu. ft. capacity, a 17-lb. freezer; a chilling tray and full-width 20-qt. sliding crisper. LAC, also 6.1 cu. ft. has a 17-lb. freezer and chilling tray; Glacier sealed refrigerating mechanism.

Redesigned cabinet liner and stack-condenser on all models has made it possible to reduce floor area while increasing storage capacity.

Prices: LTM, \$449.95; LMM, \$389.95; LFM, \$339.95; LVM, \$299.95; LRL, \$279.95; LKK, \$249.95; LRE, \$229.95; LRB, \$214.95; LRC, \$199.95; and LAC, \$189.95.

Electrical Merchandising, Mar. 1950



LONERGAN Fans

The Lonergan Mfg. Co., Albion, Mich.

Models: New line of 3-purpose fans: exhaust, intake and floor or table air circulators.

Selling Features: Two models, 20 and 24 in. (illustrated), are 2-speed, reversible models which can be used as exhaust or intake fans, and no special attachments are needed to use as a floor fan; a strong background to hold fan in window without screws or hooks is included with each fan, makes it possible to put fan in doorways or steel casement windows; ivory baked-enamel cabinet enclosed on all sides; built-in handles for easy, quick moving to any location. 20-in. model delivers 4000 cfm. on high speed, 2500 cfm. on low. 24-in. model delivers 5000 cfm. on high speed, 3200 cfm. on low.

Prices: 20-in. model, \$59.95; 24-in. model, \$69.95.

Electrical Merchandising, Mar. 1950

ELECTRICAL APPLIANCE NEWS

New Products



ESTATE Range

Estate Store Co., Hamilton, O.

Model: No. 5018 "Top-of-Line" model.

Selling Features: TimeEstate automatic control of either oven, Bar-B-Kewer, cooker, or appliance outlet through selector switch; Bar-B-Kewer (separate meat oven); hide-away grid-all; 7-heat switches on all units built-in Micro-Matic pressure cooker; chrome fluorescent top lamp; Minute Minder; individual Tel-U-Lites for all surface units; oven light and window; 2 utensil drawers, both mounted on oil-impregnated roller bearings; acid-resistant porcelain enamel Titanium front and panels as well as top; 1-piece mantel back, work surface and switch dial panel.

Price: \$359.95, other models starting from \$189.95.

Electrical Merchandising, Mar. 1950



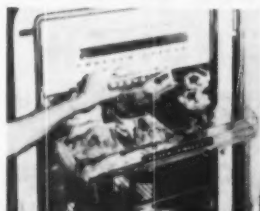
PHILCO Refrigerators

Philco Corp., Tioga & C Sts., Philadelphia, Pa.

Models: 10 models in 1950 line; 3 11-cu. ft.; 2 9-cu. ft.; 3 7-cu. ft.; and 2 two-in-one 14 cu. ft. models.

Selling Features: A new Quick Chiller located below evaporator provides an extra cold zone with 7 to 15 degs. colder than main compartment for quick chilling of salads, soups, and storing foods; hinged cover on meat storage compartment of some models eliminates need for wrapping; new 1950 principle of design solves excess moisture problem, gives 3 times as much evaporator surface, lowers current consumption, removes up to 75 percent moisture; all models have full-width horizontal evaporators.

No. 1107 "Conservador" model has



more space in the "Conservador"—a shelf-lined, transparent inner door—and more storage space in main compartment; full-width, built-in home freezer with adjustable shelves; giant freshener; snack box for cheese, spreads and butter; 11.5 cu. ft. capacity; 19.5 sq. ft. shelf area. No. 1104, combination refrigerator has 2 cu. ft. built-in freezer that holds 70 lbs. frozen food; provides zero-zone temperatures for sharp freezing and safe, long time storage; 11 cu. ft. capacity. No. 1103 has built-in home freezer; Quick Chiller, adjustable shelves; giant freshener; Snack Box. All models have "Down to Floor" Advanced Design, long doors and more refrigerating area in smaller floor space.

Popular-priced 9 ft. models 906 and 904. No. 906 has full width built-in home freezer with 45 lb. frozen food capacity; new Quick Chiller features a built-in covered meat compartment; full width freshener. No. 904 has 9.2 cu. ft. capacity; Zero-Zone freezer locker; Quick Chiller; full width adjustable shelves and full width crisper.

7 cu. ft. models Nos. 702, 703 and 704 have 7.2 cu. ft. capacity in floor space formerly occupied by a 4 cu. ft. model; No. 704 has full width adjustable shelves; new Quick Chiller; Nos. 703 and 704, available with left-hand doors at slight extra cost. Both models can be converted into 2-in-1 refrigerators providing 14.4 cu. ft. storage capacity with special conversion kit—known as models 1404 and 1403.

Prices: No. 1107, \$389.50; 1104, \$349.50; 1103, \$329.50; No. 906, \$299.50; 904, \$269.50; No. 704, \$239.50; 703, \$219.50; 701, \$189.50.

Electrical Merchandising, Mar. 1950



EMERSON-ELECTRIC Window Fans

The Emerson Electric Mfg. Co., St. Louis 21, Mo.

Models: 20-in. 16-in. and 16-in. junior window fans.

Selling Features: 20-in. 2-speed window fan equipped with adjustable mounting panels; easily installed with or without adjustable panels; panels permit installation in windows 27½ to 36 in.; ivory finish; 3 large quiet-type blades; delivers 3500 cfm air on high speed, and 1925 cfm on low.

16-in. model, 2-speed model has a carrying handle for portability; removable spiral safety guard for converting fan into circulating fan for daytime use and mounting panels adjustable 27½ to 36 in.; ivory finish; current-saving, fan-duty motor, 4 large quiet-type aluminum blades delivers 2000 cfm high; expanded metal grill.

16-in. Jr. for small homes, apartments, etc.; single-speed; adjustable panels from 27½ to 36 in.; safety guard on room side; ivory enamel; 4 quiet-type aluminum blades deliver 2000 cfm.

Prices: 20-in., \$64.50; 16-in., \$44.50; and 16-in. Jr., \$34.95.

Electrical Merchandising, Mar. 1950

Profit by their Experience!



The new KitchenAid Fully Automatic Dishwasher is going over with a big bang, say dealers who have displayed and demonstrated this sensational new appliance. "You can sell this one . . . it has *all* the features they want."

Why not profit by the experiences of the dealers who have found KitchenAid the means to a new and unsaturated market? Why not investigate the possibilities of an appliance with a big future? Check us about the valuable sales arrangements now open. And check this list of profit-making selling features that make the new KitchenAid Dishwasher the easiest-to-move appliance.

Front-Opening, compact, counter-height, with top free work surface.

Quick, Easy Loading. 2 independent racks for easiest dish-handling.

Completely Automatic in all cycles—wash, 2 power-rinses, circulated hot air drying. Auxiliary manual control to advance cycles.

Complete, Thorough Washing. Centrifugal pump circulates water through revolving wash arm. Six arm openings provide most complete, most powerful coverage.

Rinse. 2 separate power rinses through revolving arm provide most thorough rinsing.

Self-Cleaning — Sanitary. Water is continually strained during wash and rinse. Strainer is self-cleaning. Small food waste is washed down drain . . . coarse (lift out) strainer catches larger food particles.

Drying. Separately powered blower fan forces electrically heated air through entire chamber.

KitchenAid

THE FINEST MADE

TRADE MARK

Built by Hobart  world's largest manufacturer of food machines.

KitchenAid Division • THE HOBART MANUFACTURING CO., TROY, OHIO

THIS TERRIFIC NEW EUREKA

IS **CLICK**

Sensational New

EUREKA

"3 in 1" WONDER CLEANER

...with power-driven floor polisher



1 EVERYTHING YOU GET IN A TANK CLEANER FOR ABOVE-THE-FLOOR CLEANING!

The new Eureka Automatic can do everything the conventional tank cleaner does. New, exclusive metal converter eliminates need for detaching belt to use cleaning tools (no more broken fingernails). Tools snap into cleaner in front... the cleaner follows you as you clean drapes, furniture, walls, upholstery, everything above the floor.

2 THE MOST EFFICIENT CLEANER FOR RUGS AND CARPETS!

Never before have you seen such quick, thorough cleaning of rugs and carpets. Once over and you'll remove more embedded dirt and dust than many times over with any conventional suction type cleaner.

3 A POWER-DRIVEN POLISHER FOR BARE FLOORS!

No need to pay \$50.00 for a separate floor polisher. The new Eureka S-250 with its power-driven floor polisher brush does a beautiful professional job on bare floors and linoleums. Use a good paste wax—let it dry fast—then put Eureka to work for a hard, high shine.

THE THREE GREAT NEW EUREKAS

A Complete Cleaner Department

Three New Eureka Cleaners, that's all you need... and you're in business! Low cost inventory—hot merchandise—quick sales—big profits.

NEW MODEL "600" TANK

Popular friend, powerful, all steel, and excellent set of cleaning tools.



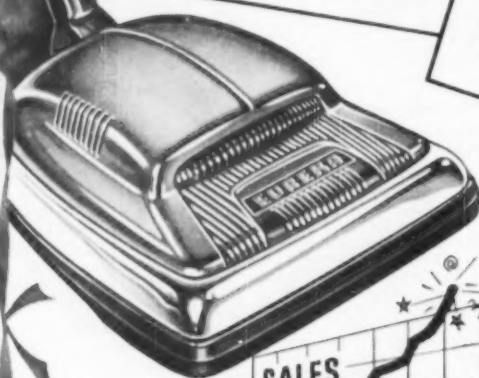
\$59.95

NEW MODEL "700" AEROMATIC TANK

Super-powered, all steel, no bag to empty, and complete set of cleaning tools.



\$79.95



PUT THE 1 2 3 SALES PUNCH

OF THIS SENSATIONAL NEW
1950 EUREKA
TO WORK FOR YOU! YOUR
CLEANER PROFITS WILL SKYROCKET!

- "SELL" WAG!

THIS IS THE ADVERTISING...

that's ringing the phone off the wall!
IT'S AMAZING!

New EUREKA "3 in 1" WONDER CLEANER

Drives Buyers to Action

The facts about this sensational New Eureka Automatic are pure magic. Never before have we seen or heard of a cleaner story that fires homemakers to this kind of immediate action. They phone, they write, they come in IN DROVES... and they BUY!

ADVERTISING GETS ACTION—

Produces a Deluge of Phone
Calls—Store Traffic—and

SALES

wherever it runs!

If you're a retailer who wants more business—big sales, big profit business—and can spot a hot one when you see it, get the facts about this merchandising bonanza.

It's hard to believe but this "3 in 1" Wonder Cleaner is IT. Not only does it get prospects by the hundreds but they're pushovers to boot—75% sales—they're already half sold and the "3 in 1" demonstration wraps up the order in a hurry.

IT'S HAPPENING ALL OVER!

Big Ads like this are scoring
unbelievable sales records in...

CHICAGO
DETROIT
MINNEAPOLIS
BALTIMORE
BOSTON
HARTFORD
MILWAUKEE
PHILADELPHIA
NEW YORK
ST. LOUIS
WASHINGTON
CINCINNATI
INDIANAPOLIS
LOS ANGELES

And you can run these ads
again and again!

**WANT
ACTION
IN YOUR
CLEANER
DEPARTMENT?**

Get the New Eureka Story
from Your nearest Eureka
Branch or Distributor!

GREAT INTRODUCTORY OFFER!

SENSATIONAL NEW "3 in 1" WONDER CLEANER
with power-driven floor waxer-polisher

NEW 1950

EUREKA Automatic MODEL S-250

1 EVERYTHING YOU GET IN A REGULAR VACUUM CLEANER!

2 THE MOST EFFICIENT CLEANER FOR RUGS AND CARPETS!

3 A POWER-DRIVEN WAXER-POLISHER!

SPECIAL SALE! SAVE \$20.00!
\$39.95

HERE'S ADVERTISING MAGIC!

Every time you run this copy it's like money in the bank. You'll wonder where they all come from—and best of all they're customers ready to buy!

EUREKA
A New Kind of Cleaner

Eureka Williams Corporation - Bloomington, Illinois

Fix them All, On a "One-Stop" Call!



CHROMALOX



SUPREME RANGE UNITS

FIT ALL ELECTRIC RANGE OPENINGS

Just put two stock sizes of CHROMALOX Supreme Units and a supply of Adaptor Rings in your service truck and "zip" away to the call. You can be sure CHROMALOX Units always fit the range you are servicing, regardless of its make, size or age!

And best of all, replacements are made quickly, easily (no adjustments are needed) and at a good profit! Your customers, too, will be more than happy because they have the finest Range Units money can buy... units with the famous "2 Units in 1" feature that give years of trouble-free service and that are easy to clean and keep clean!

*Fast!
Economical!
Easy to Clean!
Longer Life!*

Write today for the full story about how you can increase your business and profits by servicing electric ranges the Chromalox way. Ask for Bulletin RU-149.

on new Ranges and for Modernization

CHROMALOX

means Electric Cooking at its Best!

EDWIN L. WIEGAND COMPANY, 7525 THOMAS BLVD., PITTSBURGH 8, PA.

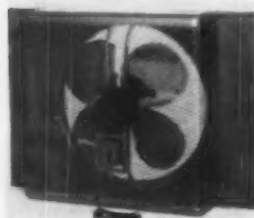
EDWIN L. WIEGAND COMPANY
7525 Thomas Boulevard, Pittsburgh 8, Pa.

Please send me my free copy of the new CHROMALOX RANGE UNIT REPLACEMENT CATALOG RU-147.

Name _____
Company _____
Street _____
City _____ Zone _____
State _____

ELECTRICAL APPLIANCE NEWS

New Products



ATLAS-AIRE Window Fans

Atlas Tool & Mfg. Co., 5147 Natural Bridge Blvd., St. Louis, 15, Mo.

Device: Atlas-Aire Turn-About home window fans in 16, 12 and 10-in. sizes. **Selling Features:** Turn-About is 3-in-1 window fan—one way it serves as an exhaust fan to blow air out; reversed in its frame it serves as an intake fan; and by lifting fan unit from frame unit it becomes a circulator for use anywhere in home; Extender Handle permits installation with tools in any normal size window; constructed to create wind-tunnel suction within fan barrel to better utilize every cfm; welded steel grills replace screens on louvers and serves as a multiple-venturi; motor and fan in an improved resilient mounting; multiple-speed switch on 12 and 16 in. models; single-speed on 10 in. model; baked-on neutral green iridescent Hammerloid finish; "Easy-Carry" handle.

Electrical Merchandising, Mar. 1950



LEONARD Ranges

Leonard Div., Nash-Kelvinator Corp., Detroit 32, Mich.

Models: 1950 line consists of 6 models with a choice of accessories on two low-priced models which make it equivalent to a 10-model line.

Selling Features: 4 39 in. models, 2 apartment size 21 in. models.

Leader, LER-502, has three 7-heat tilt-up surface units, a 6-qt. deepwell cooker; 2-element oven; automatic preheat cut-off; roller-bearing utensil drawer; controls located on deluxe-styled raised sloping background; appliance outlet; permanent cooking chart; flush-to-wall installation; porcelain finish inside and out with Titanium acid-resisting porcelain enamel.

LER-503 has all above features plus two roller-bearing utility drawers; (2 accessory "packages"—a lamp and minute-timer for \$9, and a lamp, clock and oven timer at \$16, are available on both LER-502 and LER-503. A fourth fixed unit at \$10; a 2-way up-down unit replacing the deepwell cooker at \$14; and a pressure cooker for use in deepwell at \$15.95.)

Deluxe model LER-507, has an "Easy-Cook" control panel, with

built-in range-top floodlight; equipped with three 3-heat tilt-up units, an up-down unit and deepwell cooker, with pressure cooker available as an accessory; and 3 roller-bearing utensil drawers; automatic oven clock control in center of panel plus a second timing device—the dual "six and 60" minute-timer accurately measures intervals from 15 seconds to 6 minutes or from 2½ to 60 mins.

LER-509 has all the features of LER-507 plus an "Automatic Meal-Minder" control—a combination clock-and-automatic-control which adjusts by means of a selector-switch to regulate oven, deepwell cooker or second appliance outlet; other "plus" features on LER-509 are a thermostatically-controlled warmer drawer and red, amber and green signal lights on control panel for identification of cooking units in operation.

Space-saving 21-in. ranges ER-501 with 3 7-heat surface units and a full size oven; and ER-541 has four 7-heat surface units and a full size oven with automatic preheat cut-off complete the line.

Prices: LER-509, \$309.95; LER-507, \$279.95; LER-503, \$199.95 (with standard equipment only) LER-502, \$179.95 (with standard equipment only) LER-541, \$164.95; LER-501, \$154.95.

Electrical Merchandising, Mar. 1950



O-K Hedge and Grass Trimmers

Sole Distributors, City Sales Co., 5909 Kenmore Ave., Chicago, 40, Ill. Mfg. by J. A. Orr Co., Chicago

Device: O-K electric hedge trimmers and grass trimmers.

Selling Features: Rotary type, equipped with a 1-piece knife-like blade; revolving action of whirling blade provides fast, powerful, clean cutting; grass trimmer produces close, even trimming along walks, curbs tree bases, fences etc.; weighs 4½ lbs.—(heavy duty model weighs 5½ lbs.); vibrationless; long handle enables operator to trim while in standing position.

Hedge trimmer cuts clean first time over; slots of trimmer plate hold branches rigidly as blade cuts; vibrationless; easily sharpened; light weight, home utility model weighs 3½ lbs.; professional model, 4 lbs.

Both hedge and grass trimmer powered with fractional h.p. motors, 110 volt a.c. or d.c.; can also be operated from the O-K d.c. power plant.

Electrical Merchandising, Mar. 1950



LOW-COST HOME COOLING IS SWEEPING THE NATION!

Get your share of this
profitable business with
these new Hunter Fans

NEW MODELS! NEW LOW PRICES! NEW SALES APPEAL!

In 1950 Hunter brings you a real opportunity to make extra profits by selling low-cost home cooling.

Every home owner or home buyer is a prospect for a new Hunter Package Attic Fan. Renters of apartments and small homes can be turned into customers for the new Hunter Window Fan. These fans are priced low for volume sales.

People everywhere are turning to attic fans and window fans for cool comfort in hot summer months. Reliable sources estimate that over 100,000 attic fans will be sold in 1950, and even more window fans. The market is BIG in every section of the country.

You can get your share of this profitable business with these new Hunter Fans.

FINEST FANS EVER BUILT

You can depend on Hunter for highest quality materials, expert workmanship, and sound design. Every Hunter Fan is built to last a lifetime, with simple care. These fans are famous for quiet, trouble-free operation.

HUNTER FANS

Since 1886



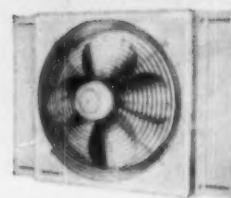
Hunter Package Attic Fans

Easiest of all to install

Priced to retail as low as \$139.50

These new fans cut installation costs in half, and insure complete satisfaction of home owners. Fan, motor, suction box and ceiling shutter are all included. Require only a ceiling opening in hallways and 17" clearance in attic. No suction box to build; no extras to buy and install.

Four models, ranging from 4750 CFM to 9500 CFM, will fit any home size and any climate. Model illustrated here, with automatic ceiling shutter, priced to retail at only \$139.50. It's a real value!



Hunter Window Fans

Quiet, Powerful, Beautiful

Retail prices start at \$54.95

Illustrated above is the new Hunter 18" Window Fan, which retails at only \$54.95. This brand new fan, powered by a two-speed electrically reversible motor, delivers 2500 CFM—certified rating.

Expandable side panels permit easy installation. Design of fan is modern, with silver safety grille and ivory finished (baked enamel) cabinet. Ideal for apartments.

For larger air volume, Hunter also offers a DeLuxe Window Fan (2-speed) with certified output of 4250 CFM.

Write, wire or mail coupon
for catalog, prices, and name of
Hunter distributor near you

MAIL THIS COUPON

Hunter Fan and Ventilating Company,
398 So. Front St., Memphis 2, Tenn.
Send complete information on Hunter Attic
and Window Fans to

Name _____

Company _____

Address _____

City & State _____



Don't Be On All-American

Smart Dealers Everywhere Say "Count Me In!" On the All-American Spring Promotion—

Why? Because they know that this All-American promotion is the high spot of 1950 in the kitchen business. And they know that the kitchen business is the profit spot in the appliance field!

Why? Because the kitchen market is ready made—(Everybody wants an American Kitchen!) Because the unit sale is big. Because the markup is the highest in the field. Because they are no yearly models, and no "trade-ins." And because with easy, long term FHA financing there are no accounts to carry, no collection problems.

Dealers Acclaim the American Way

Because American Kitchens, designed by Raymond Loewy, give you the most outstanding eye-catching styling in the kitchen field.

Because every owner is a booster. Dramatic work-saving features found only in American Kitchens enthuse housewives, make every installation an active salesman on your staff.

Because the line is complete even to added high-profit accessories.

Because American Kitchens dealers are serviced by America's leading distributors.

Because you can display American Kitchens dramatically and economically with American's new low-cost, easily-erected display backgrounds.

Because American Kitchens provides a new concept of effective sales training for your salesmen.

Because American Kitchens gives you year-round, hard-hitting national and local advertising support.

Because American Kitchens provides the type of point-of-sale promotional material that moves goods off your floor the year round.

Because American Kitchens program of continuing promotion assures you profit-making activity the year 'round.

The All-American March-April-May Promotion Will Start the Ball Rolling

This is the most stupendous sales building program ever offered in the kitchen business.

It is designed to make *sure* that *every* prospect in your town will know about American Kitchens and how easy it is to own one.



the Side Lines When the Profit Parade Goes By!

Qualifying American Kitchens Dealers Will Get

A broad and comprehensive program of hard-selling national advertising.

A record-breaking cooperative local advertising program.

An outstanding assortment of sales producing promotional material, including visual selling aids the like of which you've never seen.

A dramatic low cost easy-to-erect floor display set-up. Ask about the sensational display plan.

Act now! Act fast! Act smart! March, April and May are the big months!

See your distributor today! If you can't reach him right away, write, call or wire us at the factory and we'll arrange contact immediately.

Remember—don't be on the side lines when the Profit Parade goes by.

American
KITCHENS
STYLED IN STEEL

AMERICAN CENTRAL DIVISION

CONNERSVILLE, IND.

ELECTRICAL MERCHANDISING—MARCH, 1950



POWERFUL SELLING TOOLS!

A complete assortment of hard-hitting, business-getting, selling tools will be introduced to you by your distributor's sales representative. Everything you'll need for making 1950 your big-profit year is included—the new catalog, kitchen planning book, window banners, outdoor poster, and direct mail pieces plus American Kitchens amazing new "Magic Magnet" Plan-A-Kit, the most remarkable kitchen planner ever developed!



American Beauty electric irons are made in weights, shapes and sizes for household as well as every industrial and manufacturing use. Weights vary from 3 to 24 pounds.

★ ★ ★

The new Lightweight is a "Thermoscope Type" American Beauty electric iron. With soleplate of aluminum-alloy and thermostat quickly responsive to temperature needs, it has as well the "Thermoscope."

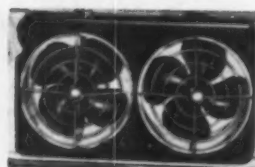
The "Thermoscope" registers through its dial in fabric terms—Rayon, Silk, Wool, Cotton, Linen—the operating temperature of the ironing surface.

Like the automobile speedometer, which registers speeds resulting from operation of the accelerator, the "Thermoscope" shows the operating heats resulting from control-lever adjustment to right or to left for higher or lower heats. It is a reliable guide that tells through its dial when the heat is right for the work at hand.

ESTABLISHED 1894
AMERICAN ELECTRICAL HEATER COMPANY
DETROIT 2, MICHIGAN

ELECTRICAL APPLIANCE NEWS

New Products



WELCH Window Fan
W. W. Welch Co., Glen Bldg.,
Cincinnati 2, O.

Model: No. 24 Air Flight reversible window fan.

Selling Features: Adjustable to fit sash window from 27 to 43 in.; fits casement windows as small as 18 in.; individually controlled motors permit 2-way movement of air—inside and out at the same time; reversible control knobs make unit reversible without need for removing unit; deep-pitched 4-leaf blades set back from protective grill far enough to provide maximum safety; 3 speeds for each motor, 1450 rpm high, 1250 rpm medium and 900 rpm low which makes 6 speeds available; portable, can be moved from room to room; installed without tools; walnut finish with beige grills.

Electrical Merchandising, Mar. 1950



G-E Wringer Washers
General Electric Co., Bridgeport, Conn.

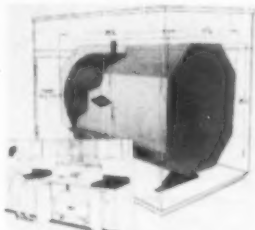
Models: AW-452, AW-352 and AW-152; wringer washers.

Selling Features: Top model in line is the Deluxe AW-452; 10 lbs. dry clothes capacity; "Instinctive" wringer gives split-second control of rolls; equipped with pump for emptying.

AW-352 and AW-152 have improved wringers and are restyled; available without pump for \$10 less.

Prices: AW-452, \$169.95; AW-352, \$139.95; and AW-152, \$124.95.

Electrical Merchandising, Mar. 1950



HIPUT Water Heaters
Ronan & Kunz Inc., Marshall, Mich.

Models: Octagonal and horizontal in shape to fit under sink or other out-of-way space.

Selling Features: New design allows heater to be installed "on the spot" where hot water is used, doing away

with long expensive pipe runs; 20, 30, 5, 6, 10 and 12 gal. sizes; all models available with 110 or 220 volts.

Electrical Merchandising, Mar. 1950



STATE Water Heaters

State Stove & Mfg. Co., 309 So. First St.,
Nashville, 6, Tenn.

Models: Complete line of 21 standard and deluxe automatic water heaters.

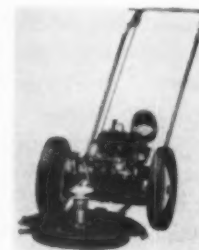
Selling Features: Standard models have hydrotested (Otisloy) galvanized steel tanks; Fiberglas insulation; copper heat trap; cold water inlet; State designed diffuser; magic circle heating element; strap-on type thermostat.

Deluxe models in addition to features above have a new temperature selector with fingertip radio dial control adjustable 150 to 190 degs.; automatic high temperature cut-off; Anodic rod; tank drain outlet.

Complete line includes 11 uprights, 6 table tops 4 corner-type table tops, standard and deluxe models in each classification.

Round model illustrated is the "Low-Boy" standard No. SR-20-S available in 20 and 30 gals.

Electrical Merchandising, Mar. 1950



O-K Lawn Mowers

Sole Distributors: City Sales Co.,
5909 Kenmore Ave., Chicago, 40, Ill.
Mfg. by J. A. Orr Co., Chicago

Device: O-K gasoline engine lawn mowers.

Selling Features: Available in push or a self-propelled model; will mow lawns cut long grass, weeds, or brush without stalling engine; 2 wheel construction permits easy handling; patented "Pan-Slide" beneath cutting blade prevents blade from digging or skimming ground surfaces, yet permits close-to-ground mowing; blade cover curves down close to ground to prevent stones, rocks, etc. from flying back at operator; with special attachments the mower can be converted into a snow plow, portable power saw or power plant; powered by a 1½ h.p. Briggs and Stratton engine.

Electrical Merchandising, Mar. 1950

ACCLAIMED! Finest TV TO SEE! TO SELL!



**BLACK-DAYLIGHT
TELEVISION**

ORDINARY TV—
Limited range
of picture tones



G-E TV—
Widest range of picture tones



Overnight— THE INDUSTRY SALES SENSATION!

DEALERS everywhere report sizzling sales of sensational new G-E Black-Daylight TV. In store after store dramatic side-by-side comparisons are *proving* that these G-E Black-Daylight TV models offer the finest picture to sell because it's finest to see! Blacker blacks, whiter whites, sharper contrast, more detail . . . all made possible by 140% greater range of picture tones than ordinary TV—proved in every test on these models. All this plus freedom from annoying glare and reflection adds up to the greatest eye comfort ever achieved in TV. Ask your General Electric TV distributor for the whole wonderful story or write General Electric Company, Syracuse, N. Y.

Model 12C109—12½" tube. Built-in antenna. Automatic Sound—just tune picture, sound is right every time. Genuine mahogany veneered console. Smartly styled doors, swivel casters—easy to turn. Approved by Underwriters' Laboratories. **\$299.95***



Model 12T3—12½" table model of genuine, matched mahogany veneers with genuine inlaid trim found only in much more expensive cabinets! Built-in antenna, Automatic Sound. Approved by Underwriters' Laboratories. **\$229.95***



Model 12C107—12½" tube. Built-in antenna. Automatic Sound. Stunning, full height console, veneered in genuine mahogany. Swivel casters. Approved by Underwriters' Laboratories. **\$279.95***

You can put your confidence in—

GENERAL



ELECTRIC

NOW 2 safe and for NORGE'S



1 With the Full-Width Freezer that WILL NOT SWEAT!

It took time...research. It took a brilliant engineering achievement—but here it is!

Here's the refrigerator with the full-width crosstop freezer millions want—and here's more. *Here's the freezer sweat-resistance that assures you and your customers of an untroubled future.*

Here's the Norge SF-85! *Eight cubic feet of socko sales appeal! With capacity to hold 32 pounds of frozen storage at 20° below freezing! With a jumbo Coldpack for meats, a b-i-g aluminum Hydrovoir for fruits and vegetables! With the glamour to make any woman say—"Just my style!"

A winner! You *know* it! And just in time to hit your floor for the peak spring selling. IF you can act FAST! IF you can order NOW!

\$249.⁹⁵

*Also available in 10 cu. ft. size—Model SF-105.
Super de luxe gold styling. Holds 44 lbs. frozen storage.

NORGE Division, Borg-Warner Corp., Detroit 26, Mich.

NORGE...AND ONLY NORGE

sure CROSSTOPS Greatest All-Time Line

2

TOPS FOR SPACE AND PRICE!

Norge S-65. Lowest-priced "equipped six"...over 6 cu. ft. ... stores 17 lbs. frozen foods... big Coldpack for meats... Hydrovoir for fruits, vegetables. Biggest refrigerator capacity for anything like the low price.

\$189.95



3

LOWEST-PRICE SELF-D-FROSTING!

Exclusive daily automatic Self-D-Froster System. Norge SD-65 ... 6.1 cu. ft. ... stores 17 lbs. frozen foods... provides 28 ice cubes... full-width Hydrovoir for fruits, vegetables... big meat Coldpack.

\$219.95



4

THE GREAT "GOLDEN '50"

Popular safety-sealed "longside" freezer chests... 44 lbs. frozen storage... full-width Hydrovoir... jumbo Coldpack... gold metal trim... Self-D-Froster... America's finest refrigerator-freezer combination.

\$299.95



AND REMEMBER!

1950 Norges came backed by the biggest, most revolutionary and dramatic advertising-merchandising program in home

appliance history... "RETAIL LEVEL" selling, based on the most successful of retail promotions. Cover yourself in.

OFFERS THESE 4 SALES LEADERS



WHY

Kitchen-Kraft
STEEL KITCHENS

ARE MONEY MAKERS FOR ME"

1 Customized Tops

This exclusive Kitchen-Kraft feature makes a BIG difference. These beautiful tops are a compromise between separate, individual counter tops and one-piece, custom-built tops. It is now possible to get standard Customized Tops to cover one or more floor cabinets in a wide range of sizes up to 72". Special length tops are available up to 144". Customized Tops give "custom-built" appearance at low cost.

2 Top Quality

You're sure about customer satisfaction after each Kitchen-Kraft sale. Kitchen-Kraft equipment is ruggedly constructed to withstand long, hard use. Outstanding Kitchen-Kraft features — such as adjustable shelves, roller drawers, Du Pont Dulux Finish — make sales easier and customers happier.

3 Maximum Flexibility

Kitchen-Kraft Steel Kitchens offer a complete line of sink, floor, wall and broom cabinets — built in a wide variety of sizes and fillers TO ADEQUATELY EQUIP 98% OF ALL KITCHENS RIGHT FROM STOCK.

4 Reasonable Cost

Customers are amazed . . . and pleased . . . at the low cost of Kitchen-Kraft Steel Kitchens. Kitchen-Kraft superiority stands out above all others in price . . . popularity . . . performance . . . and profits for you.

What Kitchen-Kraft has done for other dealers . . . it will do for you. You'll find Kitchen-Kraft a real profit line!

KUSTOMIZED
Kitchen-Kraft
STEEL KITCHENS

MIDWEST MFG. COMPANY
Galesburg, Illinois

ELECTRICAL APPLIANCE NEWS

New Products



VIKING Window Fans

Viking Air Conditioning Corp.,
5601 Walworth Ave., Cleveland, 2, O.

Device: Viking night-air-cooling window fan, Nos. 533 and 544.

Selling Features: Nos. 533 and 544 are identical except 544 has 2-speed switch and motor; fan suitable for use in apartment or home to exhaust air at fan location and draw cool outside air through other windows; spacers available to adjust fan to varying widths of windows and a special device to make easy mounting; 22 in. 3-blade fan of special aerodynamic design; 3100 cfm light tone baked enamel finish.

Prices: No. 533, \$59.50; No. 544, \$69.95.

Electrical Merchandising, Mar. 1950



APEX Dish-A-Matics

The Apex Electrical Mfg. Co.,
Cleveland, O.

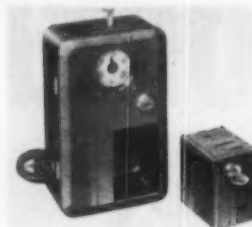
Device: 3 newly designed Dish-A-Matics: Dish-A-Matic electric sink; the free-standing model; and the customized, drop-in model operate silently.

Selling Features: All metallic parts are cushioned in rubber mountings and the tub is sprayed with sound-deadening material for silent operation; built-in Monel metal 2-gal. hot water tank boosts tap water to pasteurizing temperatures of 180 degs.; free-standing model 970-1 available with or without illuminated interior; service for six capacity; washing and rinsing activated by special plastic impeller; 1250 watt immersion type water heater; consumes 3 gal. automatically regulated water—14 gal. for wash; 14 gal. for rinse; glass look-in lid optional; 30 min. maximum cycle; vacuum break meets all plumbing codes.



Dish-A-Matic sink combines the dishwasher and a sink into one unit; baked enamel cabinet with chromium plated hardware; sink can also be had with the new Apex garbage eliminator. Customized drop-in model identical to other models except designed for installation in a built-in kitchen cabinet.

Prices: From \$234.75 to \$379.75.
Electrical Merchandising, Mar. 1950



METER-MATIC Coin Meter

International Register Co., 2626 W. Washington Blvd., Chicago, 12, Ill.

Device: Meter-Matic M-30 "Bank-Meter."

Selling Features: Operates on quarters; features the "Carry-Back" bank—a built-in coin bank which customer removes once a month and brings to store to make monthly payment; coin bank is locked in meter case; a key permits removal of bank, but bank itself cannot be opened except by master-key held by dealer; coins automatically registers on prepayment dial; after prepayments are used up, meter will not allow current to pass to the controlled unit until coin bank is again locked into position and an additional quarter deposited; from 1 to 23 coins may be deposited in advance; holds 160 quarters or \$40.

Price: \$6.95.

Electrical Merchandising, Mar. 1950



MENGEL Kitchen Cabinets

The Mengel Co. Cabinet Div.,
1122 Dumesnil, Louisville, Ky.

Device: Deluxe Mengel kitchen cabinets of all-wood construction.

Selling Features: All bases have 2 sliding wood trays which provide ample storage within easy access without stooping; wide wooden cutlery drawers with handy dividers for separating cutlery items; large bases have extra wide linen drawers; handy metal bread and cake box with sliding metal cover; wooden cutting board slides beneath drawer in left compartment; 3-coats of white enamel finish with chrome pulls; continuous work tops available in laminated plastic or inlaid linoleum; single or double-well sinks are also available; a complete line of wall cabinets also available, including broom and corner wall units, breakfast bars and quarter and half oval end shelf base units.

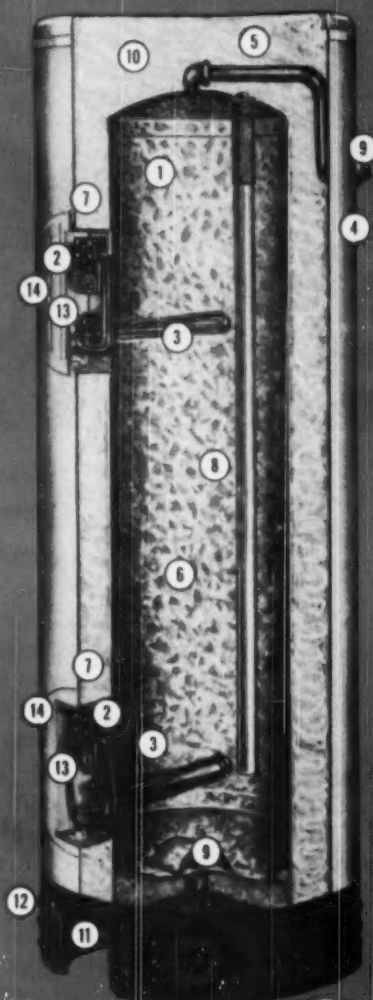
Electrical Merchandising, Mar. 1950



BUILDS BETTER

AUTOMATIC ELECTRIC WATER HEATERS

MADE BY WATER HEATER SPECIALISTS



Expertly planned details, tested for practicality, make water heaters that are genuinely better built, better looking, will give your customers better service. Efficient plants and production keep Mertland prices strictly competitive—often give you a price edge—on heaters that honestly give you more to sell. Check these superior features of Mertland Automatic Electric Water Heaters:

1. Individually tested under 355 pounds pressure after heating elements and thermostat wells are installed. Guaranteed 150 pounds.
2. Fully automatic snap action temperature control factory set but easily adjusted to individual preference by accurately calibrated controls.
3. Quick heating, immersion type heating units.
4. Jacket: Multiple coated baked white enamel on heavy steel. Interior is rust inhibited by special, long lasting coating.
5. Heat Trap for more efficient operation.
6. Longest lasting dull finish galvanizing on tank uses highest grades of zinc, hot dipped by Mertland's own exclusive process. All Mertland tanks have "plus" heads, the strongest kind.
7. No heat lost through direct conduction. There are no centering straps, no conducting metal around hand holds.
8. Mertland Magnesium Anodic Rod for protection from corrosion on all deluxe models.
9. Cold water in at bottom—hot water out at top. Cold water inlet has non-mix baffle. Outlet at side permits concealment of both in and out pipes.
10. Fiberglas blanket insulation at least 3" thick on all parts of tanks.
11. Pressure flush drain at bottom of tank cleans all sediments quickly and easily.
12. Black base conceals toe and mop marks, fits flush to floor. Front opening for easy access.
13. Heavy gauge copper wiring with heavy deterioration proof, vermin proof insulation. Conveniently located outlet box at upper rear. Wired for specifications of your local utility.
14. All adjustments in front of heater, easily accessible.

THE HEDGES LINE

M. M. HEDGES MANUFACTURING COMPANY, INC.
MEMBER OF NATIONAL ELECTRICAL MANUFACTURERS ASSOCIATION
CHATTANOOGA, TENNESSEE

QUAKER

OFFERS YOU THE
Best Deal
IN HEATER HISTORY!

**OIL AND GAS GIVE
QUAKER DEALERS TWICE
AS MANY PROSPECTS**

You asked for it! Here it is! The QUAKER name on a GAS heater that doubles the market for QUAKER dealers. Thousands of dealers have made QUAKER oil space heaters the *backbone* of their heater business. NOW... QUAKER adds this beautiful new line of gas heaters to round-out your heater line. For over 60 years, QUAKER has produced the finest heaters made. And QUAKER has protected your profits with patented, built-in

advantages that competition can't match. There's nothing "just-as-good" at a lower price to worry about. That's why you make larger profits per unit when you sell QUAKER. So call your distributor today for full details on these new QUAKER profit-makers. If you're not already a QUAKER dealer, write for the complete program. Remember *YOU* can be *SURE* when *QUAKER* is the *MAKER*!

QUAKER MANUFACTURING COMPANY

223 W. ERIE STREET—CHICAGO 10, ILLINOIS • EXPORT AGENTS: A. J. ALSDORF CORP., CHICAGO

**You can be
SURE when
QUAKER is
the MAKER!**



MODEL 3210



MODEL 3013



MODEL 3010



MODEL 3008



MODEL 330

Extra!

Be sure to get the facts about Quaker's new program that sells heaters all year 'round. Find out how you can make added profits with the new "in-the-store" plan that moves heaters.

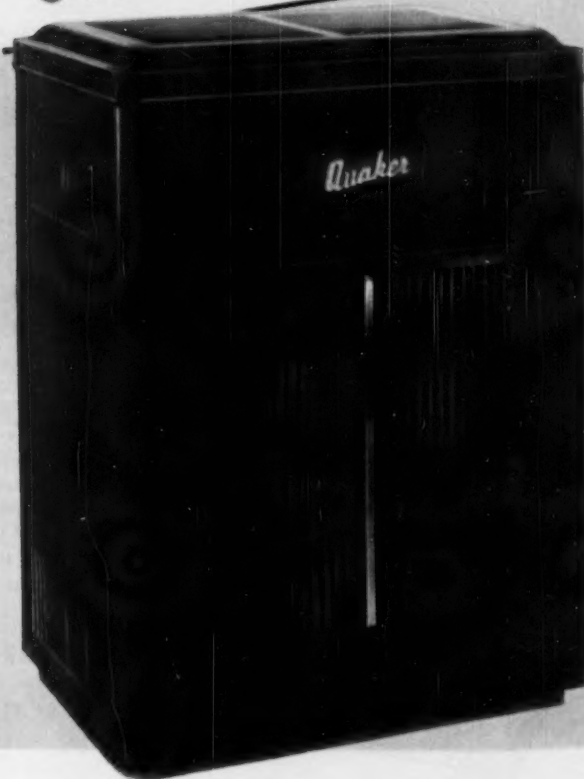
OIL

A complete line of oil space heaters headed by the famous QUAKER 3210... the heater that carries the highest dollar profit in the industry.



GAS

The No. 1 name in oil space heaters now offers a hot line in gas.



SPACE HEATERS ARE PROFITABLE

Investigate the home heater market, one of America's least saturated appliance markets, and what do you find? You find profit opportunity galore! It's true... home heaters are the most profitable major appliances sold. And there are no SERVICE HEADACHES when you sell QUAKER home heaters... you can be sure when QUAKER is the maker. Get your share of this growing market! Share in the "cold cash" that aggressive dealers will coin with the 62-year-old, nationally-advertised QUAKER name! Write today for full details!

PLUS A COMPLETE NEW "IN-THE-STORE" PROGRAM THAT INTERESTS, CONVINCES AND SELLS YOUR PROSPECTS ON BETTER HOME HEATING WITH QUAKER!

MAIL THE COUPON BELOW



MODEL 2010



MODEL 550



MODEL 565

QUAKER MANUFACTURING COMPANY
223 W. ERIE STREET, CHICAGO 10, ILL.

Rush full details on the QUAKER program and send me the name of my QUAKER distributor. I understand this places me under no obligation.

NAME _____

STORE NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

ANNOUNCING... the **WASHINGTON* TWINS** *Gas and Electric Ranges*



MARTHA WASHINGTON GAS RANGE No. 88
Cooking top equipped with two Giant and two Standard burners. Fiber-Glass insulated oven. All doors counter balanced with oil tempered springs. Cast iron oven bottom will not warp or buckle. Robertshaw Thermostat and Schoenberg automatic top lighters.



MARTHA WASHINGTON ELECTRIC RANGE No. 90
Cooking top equipped with two 1,500 watt and two 2,000 watt burners. Fiber-Glass insulated oven. All doors counter balanced with oil tempered springs. Robertshaw Oven Thermostat. Automatic electric time control.



● Conceived and born in this period of lusty competition, these heirs to a long line of Quality cooking and heating appliances "have what it takes" to satisfy the big market for popularly priced gas and electric ranges.

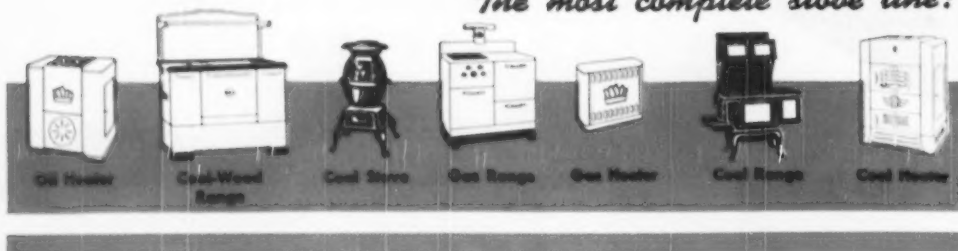
Endowed with a name that has plenty of public appeal, these new additions to the Washington family will bring joy into the homes of your customers.

Write today for "pedigree" and other information. Address Dept. EM.

ESTABLISHED 1862
GRAY & DUDLEY CO.
NASHVILLE 3, TENNESSEE



The most complete stove line!



ELECTRICAL APPLIANCE NEWS

New Products

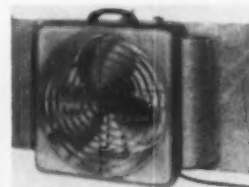


ARISTETTE Hair Dryer
Arista Mfg. Co., 3319 W. Carroll Ave., Chicago 25, Ill.

Device: Professional type home hair dryer with stand.

Selling Features: Scientifically designed fan pulls air to element, circulating and re-circulating; self-locking steel floor stand folds up for storing, and enables user to sit and relax; no blowing or hot blasts on face; fingertip control switch; heavy gauge steel hood tilts up or down; baked-on enamel finish.

Electrical Merchandising, Mar. 1950



ATLAS-AIRE Window Fan
Atlas Tool & Mfg. Co., 5147 Natural Bridge Blvd., St. Louis 15, Mo.

Device: Atlas-Aire Delfan window exhaust fan, No. WF-20.

Selling Features: Equipped with heavy duty motor; Torrington aluminum blades; protected by expanded metal grill, easily removed for access to motor and blade assembly; light green opalescent Hammerloid baked on finish; easy to install 2 easily fastened window brackets; 20 in. model for windows from 29 to 36½ in.; exhausts 3500 cfm at high speed; 3-speed switch.

Electrical Merchandising, Mar. 1950



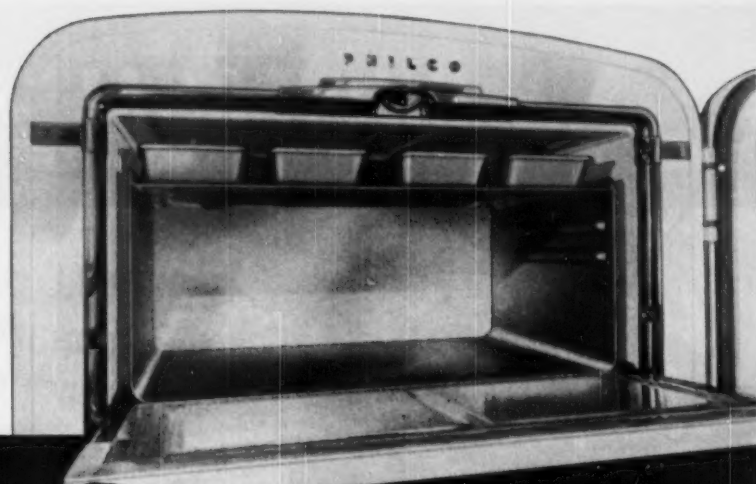
O-K Power Plant
Sole Distributor: City Sales Co., 5909 Kenmore Ave., Chicago, 40, Ill.
Mfg. by J. A. Orr Co., Chicago, Ill.

Device: O-K Portable electric power plant.

Selling Features: Provides electric power in field to operate O-K electric hedge and grass trimmers as well as small pumps, air compressors, drills, etc.; equipped with a 1½ h.p. 4-cycle Briggs & Stratton gasoline engine and 350 watt, d. c. generator, belt drive, rheostat and voltmeter; other models are also available in 1000, 1500 and 2000 watt capacities.

Electrical Merchandising, Mar. 1950

from PHILCO for '50



Greatest Combination Refrigerator-Freezer Value on the Market

**With Giant 2 cu. ft. Freezer
at up to \$100 less than other
designs in the Industry!**

Here it is . . . the new 1950 Philco 1104 . . . the value sensation of the industry in a big capacity, refrigerator-freezer combination. Not a "10" but a full "11", with a huge 2 cu. ft. built-in freezer that delivers *true zero-zone temperatures* . . . yes, every scientifically approved service for long-time storage of up to 70 lbs. of frozen foods. And besides, a big general storage compartment that solves the problem of excess moisture!

All this behind ONE CONVENIENT DOOR . . . at a saving of as much as \$100 over other refrigerator-freezer designs!

It's the industry's biggest value . . . your greatest opportunity for volume sales in the higher unit, bigger profit brackets. Get the full story from your Philco distributor.

In addition, Philco Advanced Design for 1950 gives you:

★ **THE QUICK CHILLER** . . . a brand new service that offers the extra sales appeal of twin horizontal features in the Deep Cold Zone.

★ **COLD FROM TOP TO BOTTOM** . . . a true full-length refrigerator with extra room for all kinds of foods . . . now bigger capacity than ever before in this size cabinet.

★ **FULLY ADJUSTABLE SHELVES** . . . from top to bottom . . . the exclusive Philco feature that creates the most flexible refrigerator ever designed, truly sensational in sales appeal.

PHILCO FOR '50 . . . QUALITY FIRST

UNIVERSAL *presents* the Greatest

UNIVERSAL goes all out to bring customers into your store...and clinch sales for you!

Starting where other manufacturers leave off—Universal is "putting itself right on your sales force in 1950... stepping right out to pull cleaner sales into your store... to put cleaners into your customers' homes. Never has any cleaner manufacturer backed the retailer with sensational CONSUMER OFFERS like these... with a campaign of "selling tools" like this! Get set for really aggressive cleaner selling... team up with Universal today!

to get cleaners into the home

**FREE
10-DAY TRIAL OFFER
of any UNIVERSAL
tank or upright
CLEANER
Without Obligation**

***... and with no risk of
your being "stuck with
used demonstrators"***

It's the biggest news in the cleaner industry! Put out as many cleaners as you can get into customers' homes... no matter how many are returned, your distributor will replace them with new ones — but few will come back!



SALES MAGNET #2

**Free to customers making 10-day trial
THIS \$2.50 VALUE
CUTLERY SET**



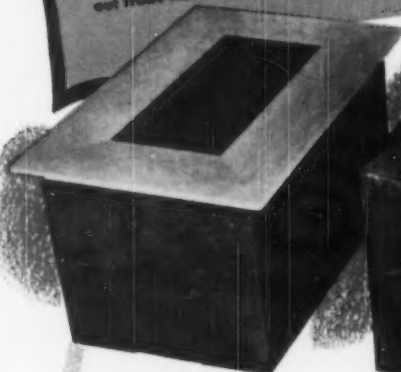
Here is a "something-for-nothing" puller that will draw women to the 10-Day Trial Offer like a magnet!



**QUALITY AND VALUE
SINCE 1842**

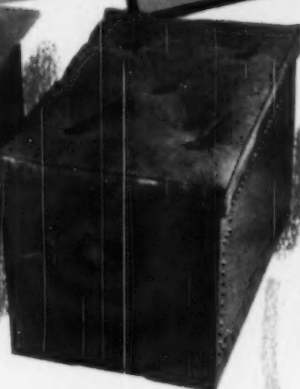
Centennial Anniversary Presentation

Magnet for CLEANER SALES in 30 Years!



**Sensationally New, Different
UNIVERSAL COFFEE TABLE
STORAGE CHEST**
Regular \$28.95 Value

It's a coffee table and a storage chest for cleaner... it comes in rich red mahogany, walnut or modern blond.



**Sensationally Successful
UNIVERSAL HASSECK-CHEST**
Regular \$24.95 Value

This hassock storage chest is a proved sales clincher... the most successful cleaner trade-in offer ever made.

Here is the most successful floor merchandiser ever developed. It shows complete line... is a "natural" for step-up selling.



PLUS

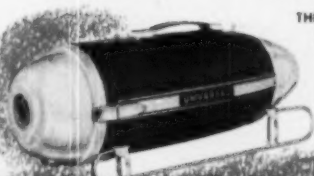
ALL THESE MAGNETIC SELLING AIDS!

- Giant "FREE TRIAL" Window Streamer
- "Cutlery Set Offer" Counter Card
- Newspaper Advertising Mats Featuring Offer
- Double Fold "TRIAL OFFER" Postcards
- Full Line Cleaning Equipment Folders
- "Special Cleaner Offer" Envelope Stuffers

this dynamic line-up of UNIVERSAL CLEANERS!



**FAMOUS "SELL-ON-SIGHT" CLEAN-AIR
CLEANER - VC 6702 at \$79.95.** It's the "glamour" cleaner of the industry with "Tattle-Tale" Light, 13 attachments.



**THE SENSATIONAL LEADER
OF BUDGET-PRICED
CLEANER FIELD**
VC 6026 at \$49.95. "Instant Seal" connection, 6 attachments.



**THE "VALUE-PACKED" CLEANER WITH
TATTLE-TALE LIGHT - VC 6700 at \$49.95** Priced for action - includes all famous Clean-Air Cleaner features, 13 attachments

**THE "TRIPLE FEATURE"
VACUUM CLEANER**
VC 5708 at \$59.95. Suction Regulator, Rug-Adjusting Nozzle and disposable bag make it America's best buy.

**BEATS ALL
COMPETITION
IN THE
LOW-PRICED FIELD**
VC 5706 at \$49.95. Even by pre-war price standards it's amazing. Famous suction regulator.



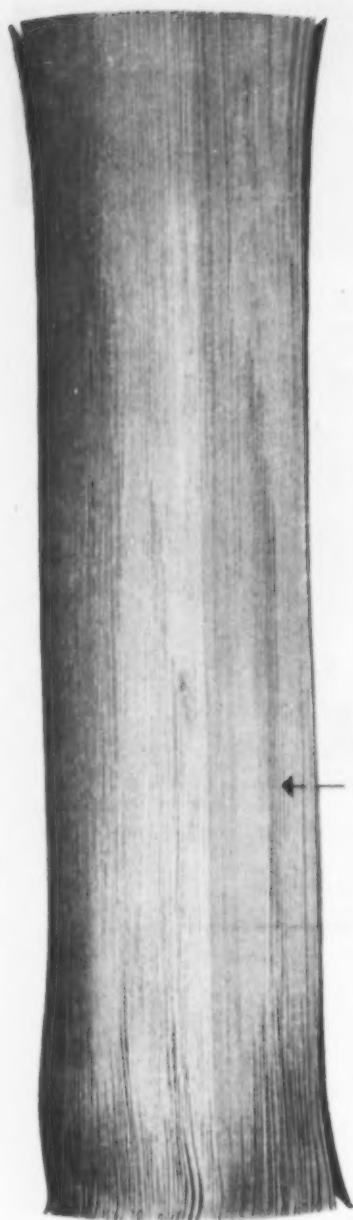
See your Distributor for details of UNIVERSAL'S two magnetic "package deals"... with selling aids FREE!

America's most complete line of home-cleaning equipment



UNIVERSAL

LANDERS, PRATT & CLARK, NEW BRITAIN, CONN.



What's so important about **YELLOW**?

BUYERS REACH FOR
THE 'YELLOW PAGES'



Yellow, when it's the 'yellow pages' in the Classified section of the telephone directory, means just one thing to the people in your community . . . "Here's where I can find who sells it."

The 'yellow pages' are at the elbow of practically everyone in town, *all day . . . and every day*. Surveys show that 9 out of 10 shoppers reach for them when they're ready to buy. With your business and your sales message appearing under all important classifications, the 'yellow pages' can be an important builder of new business.

FOR FURTHER INFORMATION, CALL YOUR LOCAL TELEPHONE BUSINESS OFFICE.



ELECTRICAL APPLIANCE NEWS

New Products



DOLLY MADISON Ice Cream Freezer

The J. E. Porter Corp., Ottawa, Ill.

Models: 2, 4 and 6 qt. improved Dolly Madison ice cream freezers.

Selling Features: New "Twist-Lok" feature, no hinges or latches, easy to center main frame on dasher shaft; new doubly reinforced can; "metalurgically cleaned" gray iron, hot tin dipped dasher; A.C. induction type motor, 50-60 cycles, 105-115 volts, geared to correct freezing speed and centered on tub for direct drive; stainless steel bearing surfaces; baked-on-white enamel finish.

Electrical Merchandising, March, 1950



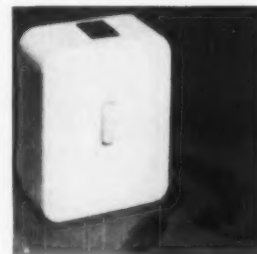
HEALTHATRON

Simson Mfg. Co., Hamden, Conn.

Device: Ultra-violet, air-purifying, virus-killing appliance.

Selling Features: Destroys air-borne bacteria by ultra-violet diffusion; effectiveness is increased by heating element which warms airstream; no chemicals or deodorants used; filters dust and pollen; dispels smoke and odors; small portable cabinet resembling floor model radio available in 3 neutral hammertone colors.

Electrical Merchandising, March 1950



ABT Pay Meter

ABT Mfg. Corp., 715-723 N. Kedzie Ave., Chicago 12, Ill.

Device: A.B.T. "25¢ a day" Pay Meter for refrigerators, television sets, etc. *Selling Features:* Appliance plugs into meter, and meter is plugged into outlet; meter holds enough coins for 3 months operation; completely automatic; neon light indicates when meter is in operation; accepts quarters only, capacity of \$25; white finish, 24 in.x44x5 1/2 in.

Price: \$6.95.

Electrical Merchandising, Mar. 1950

This spring

The Most Extensive
National Advertising Campaign
in the history of the

REGINA POLISHER

11 Leading Magazines

More than 23,000,000 Circulation



**America's No. 1
Scrubber
and
Polisher**

Retailing at \$ **59⁵⁰**

**DISTRIBUTORS
IN ALL TERRITORIES**

There's Still Time

to organize your tie-in promotions.

Write Now for

Full Complement of Dealer Helps.

MAIL TODAY!

THE REGINA CORPORATION, RAHWAY 2, NEW JERSEY



Also makers of
REGINA ELECTRIKBROOM • SMOOTHCUT CAN OPENER

The REGINA Corporation, Rahway 2, New Jersey

Please send:

Name and address of distributor for my territory ☐
Regina Polisher dealer helps ☐

STORE NAME _____

ADDRESS _____

CITY AND STATE _____

STATE _____

SIGNED _____

MAKE HAY WHILE

PROCTOR'S

"Once in a Blue Moon"
PROMOTION

NOW IN

FULL SWING!

DEALERS

EVERYWHERE

REPORT

MOUNTING

SALES AND

PROFITS!

*How are you
Doing?*

ONLY *"Once in a Blue Moon"* CAN YOU INTRO-
DUCE **2** SENSATIONAL NEW IRON-PRODUCTS
PACKED WITH TREMENDOUS SALES APPEAL!

Every woman
wants
one...



Mary Proctor
**HI-LO IRONING
TABLE**

Already a Sales
Sensation from
Coast-to-Coast!

In one Philadelphia store this new and different ironing table is outselling all other makes 3 to 1. From mid-west comes word that one distributor placed 5 orders totalling 1008 tables in 29 days. Everywhere the story repeats. Proof of the quick popularity, instant acceptance of Mary Proctor Hi-Lo Ironing Table. Small won-

der, because it meets the demand for a quality table, adjustable to users' height for easiest ironing, sitting or standing. Rigidly built of all-steel parts. 4-point support gives steadiness and solidity. Extra wide top, long tip. Light weight. Closes to 3½" depth. Off-set legs provide desk-like knee-room for sitting ease.

ONLY **\$12⁹⁵**

Mary Proctor

CUSTOM-FIT PAD AND COVER SET

Fits any standard board drum-tight — for easier, smoother ironing! Comes in 3 lovely colors and white!

Unique steel spring construction assures tight fit, wrinkle-free surface. Pad is thick, resilient. Double-life, sanforized sailcloth cover in sand beige, powder blue, primrose yellow, "sun-bleach" white. A natural tie-in seller with ironing appliances.

ONLY **\$3⁹⁵**



IT'S ALL GEARED TO STEP UP YOUR "OFF-PEAK" SALES!

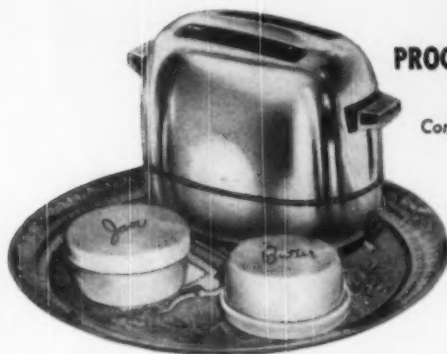
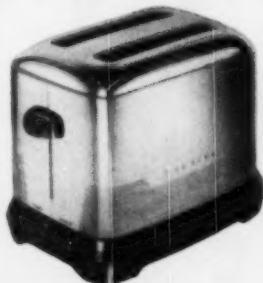
THE MOON SHINES

ONLY "Once in a Blue Moon" CAN YOU OFFER SUCH AMAZING PRICE SPECIALS AS THESE PROCTOR SALES WINNERS!

PROCTOR STANDARD TOASTER

A year ago, it sold for \$18.95...NOW ONLY **\$13⁹⁵***

No finer toaster value anywhere than this beautiful quality toaster with the exclusive Proctor "Color Guard" that toasts to every taste. It's the mechanical equal of many deluxe models.



PROCTOR CUSTOM TOASTER and PROCTOR MAID TRAY SET

Combined value—\$32.45...NOW ONLY **\$23⁹⁵***

Your customers will really go for Proctor's finest \$22.50 toaster in combination with this beautiful peasant design 3-piece tray set for little more than the toaster price alone. It's a matchless bargain.

PROCTOR NEVER-LIFT IRON

Regularly \$14.95...NOW ONLY **\$11⁹⁵***

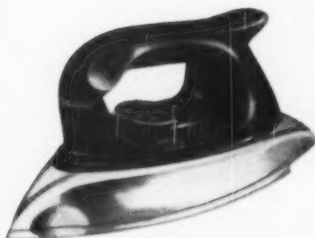
A sure-fire sales-making special on the famous iron that lifts itself, with the same fine modern features that have made it a leading seller from coast-to-coast. Your customers will snap it up fast.



PROCTOR CHAMPION IRON

Regularly \$12.95...NOW ONLY **\$9⁹⁵***

New volume-producing price on this great Proctor Speed Iron. Has full even heat. Accurate fabric dial. Exclusive Rayon Safety Signal. Features your customers want... and will buy.



*Fed. Tax Incl.

ONLY "Once in a Blue Moon" DO YOU GET SUCH OVERWHELMING NATIONAL AND LOCAL ADVERTISING SUPPORT!

This Proctor promotion has so many attractive features about it that it needs only a minimum of advertising to make it a thumping success.

Yet, in every important trading area across the nation, hard-working Proctor ads are appearing to drive customers to your store. Big full color ads in American Weekly reaching 10,000,000 families. Special big space newspaper ads covering selected markets. Life, McCall's, Good Housekeeping, Ladies' Home Journal, too—with their combined circulation of almost 17,000,000—are carrying Proctor advertising.

During your "off-peak" season, well over 170,000,000 smashing Proctor sales messages will be sending customers to you. Tie in! Use free Proctor merchandising aids to reap the most profit from this high-powered promotion!

PROCTOR®

NEWSMAKER IN APPLIANCE MERCHANDISING
PROCTOR ELECTRIC CO., PHILADELPHIA 40, PA.

START PITCHING NOW!



IT RINGS THE BELL
IT'S SIMPLE TO SELL



Whirlpool

the only

AUTOMATIC WASHER
that "speaks" automatically!

It's true! WHIRLPOOL even "speaks" automatically to give you a *powerful sales clincher*. WHIRLPOOL's exclusive Cycle-Tone sounds a minute before the end of the spin dry period to let you know that the entire washing cycle is completed. It saves time and countless number of steps . . . it gives *convenience plus!*

And there's more. *Only* WHIRLPOOL has an ultra-violet, germicidal lamp to help sanitize clothes and water during the *entire* washing and drying cycle. *Only* WHIRLPOOL has the new aluminum agitator scientifically designed to wash clothes quicker and cleaner. *Only* WHIRLPOOL gives the economy of Suds-Miser and the extra cleanliness of the Seven Rinses. Investigate WHIRLPOOL . . . *the automatic washer most wanted by most women!*



MAIL
COUPON
TODAY

WHIRLPOOL DIVISION
NINETEEN HUNDRED CORPORATION, St. Joseph, Michigan

I'm interested . . . send me complete information on the WHIRLPOOL Automatic Washer and the complete line of home laundry equipment.

FIRM NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

INDIVIDUAL'S NAME _____

E 3

NINETEEN HUNDRED CORPORATION ST. JOSEPH, MICHIGAN, U.S.A.

For Over 50 Years Manufacturers of the World's Finest Home Laundry Equipment

In Canada: John Inglis, Ltd., Toronto, Ontario

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION

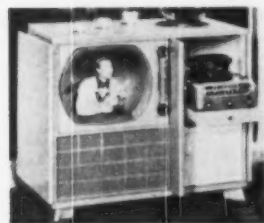


ADMIRAL Telesets
Admiral Corp., 3800 W. Cortland St.,
Chicago, 47, Ill.

Device: 10 models—6 equipped with 12½-in. tubes, 2 with 16-in. tubes and 2 with 19-in. tubes.

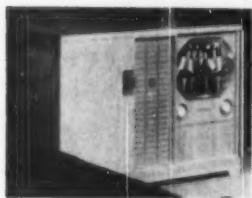
Selling Features: Smallest model is 1½ ft. square table model with a 12½-in. tube. 4 consoles in varied styling—2 have 12½-in. tubes, one a 16-in. tube and the largest a 19-in. tube.

5 radio-tele-combinations—3 are 12½-in. models; 2 16-in. and one 19-in. In



addition to Admiral super-powered TV unit with 1-knob tuning they have Dynamagic FM-AM radio, 12-in. speakers, and "triple Play" automatic phonos using only 1 spindle for 33½, 45 and 78 records; takes from 12 to 14 records at a time depending on size. All units have built-in antenna, picture stability, full-vision screen; static-free tone and tele-glo reminder light which tells whether set is on or off; walnut, mahogany and blonde finishes.

Electrical Merchandising, Mar. 1950



MOTOROLA Telesets
Motorola, Inc., 4545 Augusta Blvd.,
Chicago, 51, Ill.

Models: 1950 TV line includes 2 19-in., 3 16-in.; 3 12-in.; a 10-in. and 2 8½-in. models.

Selling Features: 19F1 "Gainsborough" television-radio-phonograph has a straight-grained avodire cabinet with 2 doors opening onto an FM-AM radio-phonograph on one side, and the tele-



vision screen on the other, separated in center by a speaker grille; equipped with a 19½ in. picture tube; 2 simple controls only needed for tuning; built-in antenna; new 3-speed record changer.

19K1 "Van Dyck" TV console also has a 19½ in. tube; mahogany cabinet with two doors.

2 16 in. receivers—16F1 console and 16T1 table model have 16 in. rectangular tubes; 16 F1 is a combination TV-radio-phonograph in a 2-door cabinet of mahogany or lined oak, which occupies no more space than former 10 in. models. 16T1 table model is small enough to fit comfortably on a small table top.

16K2 console has a conventional 16 in. tube in a modern cabinet.

Three 12-in. models: 12K1 console, 12T1 table and 12K2 console have 12½ in. tubes.



10T1 10 in. table model in a mahogany cabinet, with rounded corners give the set a picture-frame effect; tube is mounted in a concave rubbed gold-finished frame with oversize plastic control knobs beneath.

9T1 in mahogany Bakelite and 9L1 in wood veneers covered with simulated leather, and weighing only 29 lbs. are both 8½ in. models.

A new multiplex automatic record changer is included in all Motorola



combination models for all 3 speed records; de-coupled type tone arm cannot be broken by being held or moved when in cycle—it can be moved at will at any time without injury, making it both automatic and annual in operation; permanent Osmium-tipped needle; an alternate reject knob rejects any record at any point of progress.

Prices: Gainsborough, \$850 in blonde, \$825; Van Dyck, \$525; 16T1, \$269.95 in mahogany; \$279.95 in lined oak; 16K2, \$269.95 in mahogany, \$279.95 in lined oak; 16F1, \$399.95 in mahogany; \$419.95 in lined oak. 12T2, \$189.95; 12K1, \$249.95 in mahogany and \$259.95 in lined oak; 12K2, \$269.95 in mahogany; \$279.95 in lined oak; 12T1 \$219.95 in mahogany; \$229.95 in lined oak; 9T1 \$139.95; 10T2, \$169.95.

Electrical Merchandising, Mar. 1950



SYLVANIA Telesets

Colonial Radio Corp., subsidiary of
Sylvania Electric Products Inc., Buffalo,
N. Y.

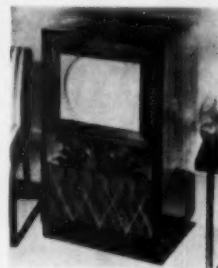
Models: 3 new models—Nos. 197, 245 and 247 TV consoles—brings the Sylvania line up to 10.

Selling Features: No. 197, 12½-in. model with doors; has a 90 sq. in. screen; all 12-channel reception; super-powered "Long Distance" chassis; 1-hand tuning; FM high fidelity sound circuits; built-in antenna; full-length console cabinet in mahogany finish.

No. 245 is a 12½-in. console without doors; and No. 247 is a 16-in. console without doors. All models have Sylvania movie-clear screen; "Needle-Point" electron beam; "Triple Lock" FM high-fidelity sound and built-in antennas.

Prices: No. 197, \$329.95; No. 245, \$289.95; No. 247, \$349.95.

Electrical Merchandising, Mar. 1950



TELE-TONE Telesets

Tele-Tone Corp., 540 W. 58th St.,
New York, N. Y.

Models: Table models 305 and 300 and console model No. 307.

Selling Features: No. 305 table model has 12½-in. tube; 97 sq. in. picture; built-in antenna; long range tuner; mahogany cabinet with gilt cloth grille.

No. 300 table model has 10 in. tube; 63 sq. in. picture; long range tuner; ebony phenolic cabinet.

No. 307 console has a 16-in. tube; 147 sq. in. picture; built-in antenna; long range tuner; mahogany cabinet.

Prices: No. 305 \$169.95; No. 300 \$129.95; No. 307, \$279.95.

Electrical Merchandising, Mar. 1950



BENDIX Telesets

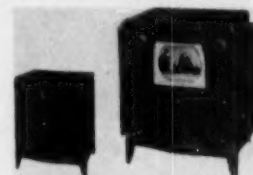
Bendix Radio Div., Bendix Aviation Corp.,
Baltimore, 4, Md.

Models: New line consists of 12½-in. table; a 12½-in. console and a large 16-in. console.

Selling Features: No. 2025, 12½-in. table model has 17 tubes including 12½-in. picture tube and 2 rectifiers 4 x 6 in. Alnico V speaker on side panel. Console model 6002 has 16-in. picture tube in a total of 17 which also includes 2 rectifiers; 10 Alnico V dynamic speaker. All models have FM inter-carrier sound; built-in antennas; improved turret tuning; "dark face" picture tubes to eliminate glare; mahogany cabinets.

Prices: 12½-in. table model, \$199.95; 12½-in. console \$239.95; 16-in. console \$299.95.

Electrical Merchandising, Mar. 1950



CROSLY TV Consoles

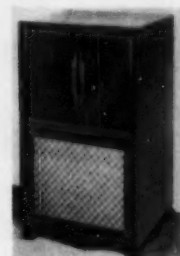
Crosley Div., Avco Mfg. Co.,
Cincinnati, O.

Models: 2 new consoles—10-412 and 10-418.

Selling Features: Housed in mahogany cabinets with 12½-in. direct-view picture tubes, mounted in "family theater" design of curved front cabinetry; No. 10-412 has 2 doors with brass handles; No. 10-418 is an open-face model; built-in antennas; unituner; Stabilock circuit for steady pictures; FM sound system; 10-in. permanent magnet concert type speaker.

Price: No. 10-412, \$329.95; No. 418, \$289.95.

Electrical Merchandising, Mar. 1950



STARRETT TV Console

Starrett Television Corp., 601 W. 26th St.,
New York, 1, N. Y.

Model: "Jefferson Davis" closed-door console.

Selling Features: Equipped with 12½ in. Film-Freed picture tube; 19 tube chassis including 2 rectifiers; automatic all-channel station selector; specially-designed FM sound circuits; Alnico PM speaker; Opticlear control; mahogany only.

Price: \$299.95.

Electrical Merchandising, Mar. 1950

There's a Better Way to Wash

...THE 1950 THOR WAY!

from suds
to spin-dry
in a single
porcelain tub



Thor[®] *Automagic* SPINNER-WASHER

• Your hands are never in water
... everything done in one tub. You never
touch clothes until ready for the line.

• No lifting... No tired back... saves
wear and tear on clothes... on you.

• Fingertip control... no hard work...
the THOR does it all while you relax!



See the New 1950
THOR WAY DEMONSTRATION
of Better Washing at Your Dealer's

THOR Agitator Washing—Gentle, fast, gets soiled clothes really
clean—world's finest washing.

THOR Single Tub Spinner—Gets out 25% more water than wring-
ers—no squashed clothes.

THOR Overflow Rinse—With agitator action and completely flex-
ible timing. The world's finest rinsing.

The great 1950 value
is the great 1950 THOR Automagic
No heating down... no plumbing
installation necessary

\$199⁵⁰

THOR CORPORATION • Chicago 58, Illinois Thor Canadian Company, Ltd., Toronto, Canada

*S.S. 9-5 195 500

Here's the First Advertisement

to tell the story of
1950 Thor SALES STORY

From SUDS TO SPIN DRY in a single porcelain tub—with the THOR SPINNER WASHER! That's the red hot sales story on the hottest washer in the field . . . and the greatest profit story for you. For with Thor's time tested agitator action . . . no fixed cycle rinsing . . . and superior single-tub spin drying the THOR SPINNER WASHER alone gives the cleanest, finest wash with all washing and rinsing methods—both old and new!

Thor is backing this story with the biggest advertising campaign . . . the most powerful promotional program . . . and the most Profit-Making Dealer Franchise Plan in the home laundry field today.

THOR CORPORATION
Chicago 50, Illinois

Thor-Canadian Company, Ltd., Toronto, Canada

*Reg. U. S. Pat. Off.

41 MILLION
READERS
WILL SEE IT!

CURRENTLY APPEARING IN

**Life, Good Housekeeping,
Better Homes and Gardens,
McCall's, Parent's, Woman's Day**
—and more than 100 leading newspapers
Additional 2-color ads in Life
on March 13th and 27th

*There's a Better Way to Profit
...the 1950 Thor Way!*

SELLS ON SIGHT

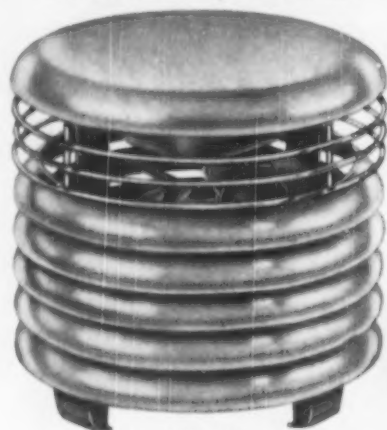
KISCO CIRCULAIR

The "Successor to the Fan"

REG. NO. 288748

KISCO CIRCULAIR . . . the Original Air Circulator . . . and still the Leader!

KISCO CIRCULAIR out-performs, out-sells and out-lasts other air circulators because years of engineering skill and experience are built into them. They are sturdily constructed of steel . . . and are backed by a FIVE YEAR GUARANTEE

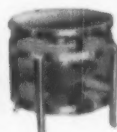


REGAL-AIRE

SUCH PERFORMANCE!
SUCH QUALITY!
SUCH BEAUTY!
SUCH VARIETY!
SUCH VALUE!



WINDOW FAN



ADJUSTO-AIR



COCKTAIL TABLE



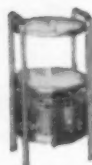
TABLE-AIR



SERVUS TABLE



LO-AIR



UTILITY

KISCO COMPANY Inc.

2400-40 DEXALB STREET, ST. LOUIS 4, MO.

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



AIR KING Telesets

Air King Products Co., Inc., 170 53rd St., Brooklyn, 32, N. Y.

Models: 3 16-in. rectangular tube models, and 3 12½-in. tube models.

Selling Features: No. A-2017R, 16-in. table model; A-2016R and A-718R are 16-in. rectangular console models—A-718R has a mahogany cabinet with full length doors in period furniture.

A-711 and A-712 are table models

in. mahogany table model with super circle picture tube, 176-sq. in. viewing surface. "The Criterion," 16-in. mahogany console, has Super-circle picture tube, and 176 sq. in. viewing surface. Other features include simple operation with minimum controls; gated automatic gain control; new type Alnico V permanent magnet-focusing assembly.

Prices: Rover, \$199.95; Belmont, \$209.95; Waltham, \$219.95; Suburban, \$229.95; Consolette, \$259.95; Challenger, \$279.95; Silver Anniversary, \$299.95; Criterion, \$329.95.

Electrical Merchandising, Mar. 1950



GAROD Telesets

Garod Electronics Corp., 70 Washington St., Brooklyn, 1, N. Y.

Models: New line of custom-built 16 and 19-in. models.

Selling Features: Featured in new line is a 16-in. table model with new rectangular glare-proof picture tube; in a mahogany cabinet; built-in antenna; "Picture-Lock" tuner.

No. 1672, lowest priced console is a 16-in. model with glare-proof tube; 18th century mahogany cabinet with a concealed control panel; "Picture-Lock" tuner; dual speakers; also available in bleached mahogany as 1673.

16-in. console with doors in a deluxe period mahogany or blonde cabinet, has dual speakers; "Picture-Lock" tuner.

19-in. console with doors in 18th century cabinet—mahogany No. 1974 or bleached 1975—piano finish; dual speakers and side controls.

All models equipped with new electronic built-in antenna.

Prices: 16-in. table model, \$279.95; 16-in. console No. 1672, \$339.95; in blond 1673, \$369.95; deluxe 16-in. mahogany, \$379.95; bleached, \$410; 19-in. console, \$489.95; bleached, \$520.

Electrical Merchandising, Mar. 1950



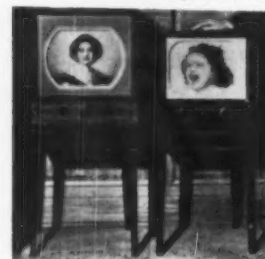
RAYTHEON Telesets

Belmont Radio Div., Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago, Ill.

Models: 8 table and console models with 12½ and 16 in. tubes.

Selling Features: 4 "Silver Anniversary" models highlighting line: table models "The Rover", "The Belmont", and "The Waltham" have 12½ in. glare-free black picture tube with 110 sq. in. super-circle viewing surface; built-in antenna; "The Silver Anniversary", 16 in. rectangular glare-free black picture has 136 sq. in. viewing surface. "The Rover" has maroon tooled leatherette cabinet. "The Belmont" has a blonde tooled leatherette cabinet; "The Waltham" and "The Silver Anniversary" mahogany cabinets.

"The Suburban" is a 12½-in. table model with hand-rubbed mahogany cabinet; "The Consolette" 12½-in. mahogany console, "The Challenger" 16-



HALLICRAFTERS Table TV

Hallcrafters Co., 4401 W. 5th Ave., Chicago, Ill.

Device: Hallcrafters 16-in. table TV. Selling Features: Equipped with a new 16-in. rectangular tube; new set measures only 17½ x 18½ x 19½ in., comparable with 10-in. sets of a year ago.

Price: \$279.95.

Electrical Merchandising, Mar. 1950

Customers by the CASE for you- from JOURNAL advertisers!



With every case of Journal-advertised merchandise you order the manufacturer sends you *extra* customers, *extra* sales! BECAUSE 47.2%* of your women customers read Ladies' Home Journal ... come into your store pre-sold on the brands advertised in their favorite magazine.

HELP YOURSELF TO FAST TURNOVER, QUICK PROFITS

STOCK ▼ PROMOTE ▼ DISPLAY ▼ ADVERTISE

FROM APRIL, 1949, TO MARCH, 1950, YOUR BRAND HEADLINERS WERE:

Arvin Automatic Electric Iron
& Arvin Electric-Cook
Arvin Automatic Toaster and
Electrical Appliances
Arvin Ironing Tables
Arvin Portable Electric Heaters
Arvin Toaster and Lazy Susan
Caloric Gas Ranges
Cascos Steam & Dry Iron and
Cascos Electric Heating Pad
Cory Coffee Brewer
Crosley Electric Range
Crosley Electric Water Heaters
Crosley Freezer
Davis Ironing Cord
Dexter Twin Tub
Easy Spindrier
Electric Steam Room Humidifier
Electric Steam Vaporizer
Frigidaire Automatic Washers

Frigidaire Electric Range
Frigidaire Refrigerators
G-E Automatic Toaster
G-E Automatic Washer
G-E Refrigerator &
Home Freezer
G-E Refrigerator and Refrigerator-
Freezer Combination
G-E Refrigerators
G-E Triple-Whip Mixer
Gibson Electric Ranges and
Refrigerators
Gibson Electric Refrigerator,
Home Freezer and
Electric Range
Gibson's Refrigerators
Gilbert Food Fixer
Gilbert Whirl Beater

Hamilton Beach Food Mixer
Hamilton Beach Mixer
and Mixette

Hardwick Gas Range
Harper Center Simmer Burners
Hoover Cleaners
Hoover Iron
Hotpoint Automatic Dishwasher
Hotpoint Electric Ranges
International Harvester
Refrigerator & Freezers
International Harvester
Refrigerators
Interstate Compact
Vacuum Cleaner
Johnson's Wax Electric Polisher
and Paste Wax
Johnson's Waxes and
Wax Electric Polisher

KitchenAid Mixer and Kitchen-
Aid Electric Coffee Mill
KitchenAids
K-M Home Electrical Appliances
K-M Liquidizer & K-M Products

K-M Pop-Up Toaster and
Electrical Appliances
L & H Automatic Electric Range
L & H Electro-Most
Electric Range
L & H Electro-Most Refrigerator
Leewyl Vacuum Cleaner

Magic Chef Gas Ranges
Maytag Washers
Met-L-Top Ironing Table
Mirro-Matic Electric Percolator
Mirro-Matic Pressure Cooker
Mirror Aluminum Utensils
Monitor Aerator Washer
Motorola Table Radio

Nesco Electric Roaster
Nesco Electric Roaster and
Kitchen Utensils
and Containers
Norge Refrigerator
NuTone Door Chimes

Philco Refrigerator
Presteline Electric Ranges
Presto Cookers

Rid-Jid Ironing Tables and
Ladders
Rival Products
Royal Vacuum Cleaner

St. Charles Kitchens
Sunbeam Coffeemaker
Sunbeam Ironmaster
Sunbeam Mixmaster

Tappan Gas Range
Telechron Electric Clocks
Theraplate
Toastermaster Hospitality Set
Toastermaster Pop-Up Toaster
Toasterwell Electric Toaster
Tracy Customized Kitchens
Universal Beam-O-Lite Iron
Universal Coffeemaker
Universal Electric Blanket

Universal Mixer & Juicer and
Universal Products

Verplex Lamps and Shades
Wear-Ever Aluminum Pressure
Cooker
West Bend Aluminum Gifts
for the Home
Westinghouse Home Appliances
Westinghouse Light Bulbs
Westinghouse Roaster Oven
Whirlpool Automatic Dryer
Whirlpool Automatic Washer
White Sewing Machine
Youngstown Kitchens
Zenith Radio-Phonograph
Zenith Radio-Phonograph &
Television
Zenith Radio-Phonograph-
Television and Radios
Zenith Radios
Zenith TV Radio-Phonographs,
Television Consoles and Radios

*The average for 1885 women shoppers interviewed in 28 electrical appliance stores in 28 cities and towns.

TAPPAN Cooks
Beautifully...



TAPPAN is fully automatic

Tappan is the easiest to sell range because Tappan has every automatic feature every woman wants. Automatic clock starts,

times, stops the oven. Two appliance outlets, one of them timed. Automatic "Oven-On" indicator, automatic "burner-on" signals.

Only **TAPPAN** has the **TEL·U·SET**

Signals and controls are all grouped in one pleasingly de-

signed panel. It gives automatic cooking with finger-tip control.

Complete promotion plan

Tappan has all kinds of promotions to help you sell: newspaper mats, line and photo illustrations, outdoor posters, window

displays, floor displays, folders, mail enclosures, school purchase plan, an unusual Sales Maker to help you close the tough ones.

You'll go farther in '50 with
TAPPAN

THE TAPPAN STOVE COMPANY

MANSFIELD, OHIO

For 69 years the makers of fine ranges

ELECTRICAL APPLIANCE NEWS

New Products

TELEVISION



ATWATER Telesets

Atwater Television Co., 360 Furman St.,
Brooklyn, 2, N. Y.

Models: No. 135, and 513 TV consoles and 351 table model.

Selling Features: No. 135, a 19-in. console-combination has an FM radio; a plug for phono attachment; "pleni-power" built-in antenna; full doors in dark or blonde mahogany.

No. 513, 16-in. console is also equipped with an FM radio with phono jack; built-in antenna; 1 door in a mahogany cabinet.

No. 351, 12½-in. table model has "pleni-power" built-in antenna; simplified tuning and all the other Atwater features.

Prices: No. 135, \$449.95; No. 513, \$349.95; and No. 351, \$219.95.

Electrical Merchandising, Mar. 1950



EMERSON Telesets

Emerson Radio & Phono Corp.,
111 8th Ave., New York, N. Y.

Models: 5 new models: No. 648, 10-in. model; Nos. 629, 650, 654 and 651.

Selling Features: No. 648 features an expanscope circuit in a 10-in. model—picture image may be enlarged by a remote control fingertip touch to a close-up view; larger close-up obtained by pressing button attached to a 20 ft. extension cord; picture is restored to normal size by another press of button. Nos. 629 and 651 are 16-in. models. No. 629 a console and No. 651 a table model. Nos. 650 and 654 have a 12½ in. tube; No. 650, is a table model, and No. 654 a console. All models have built in antennas, pretuned to give maximum performance in most locali-



PHILCO Telesets

Philco Corp., Tioga & C Sts.,
Philadelphia, Pa.

Models: 5 new TV models include 3 16-in. models, 2 consoles and 1 table model in the 1600 series; and two 3-way combinations in the 1400 series.

Selling Features: Top of 1600 line, No. 1633 has a wide-screen, 16-in. picture "no-glare" optical system; 20 high frequency electronic tubes plus 5 rectifiers; Sheraton design cabinet; embossed brass grille.

1400 series combination TV-radio-phono models have a 97 sq. in. picture; AM-FM radio; and a Philco M-20, 3-speed automatic record player that plays all records, all sizes, all speeds automatically; No. 1476 has Hepplewhite cabinet, full length doors of African mahogany veneer; large album storage space. No. 1476-W, American design has matching walnut veneers on door panels and brushed brass finger-grip pulls; all models have built-in aerial systems; high gain station selector.

Prices: No. 1633, \$379.95; No. 1632 Sheraton console model, \$349.95; No. 1600, table model with matching table, \$299.95; No. 1476-M, \$429.95; No. 1476-W, \$399.95.

Electrical Merchandising, Mar. 1950



MAGNAVOX TV Console Magnavox Inc., Fort Wayne, Ind.

Model: The Shoreham.

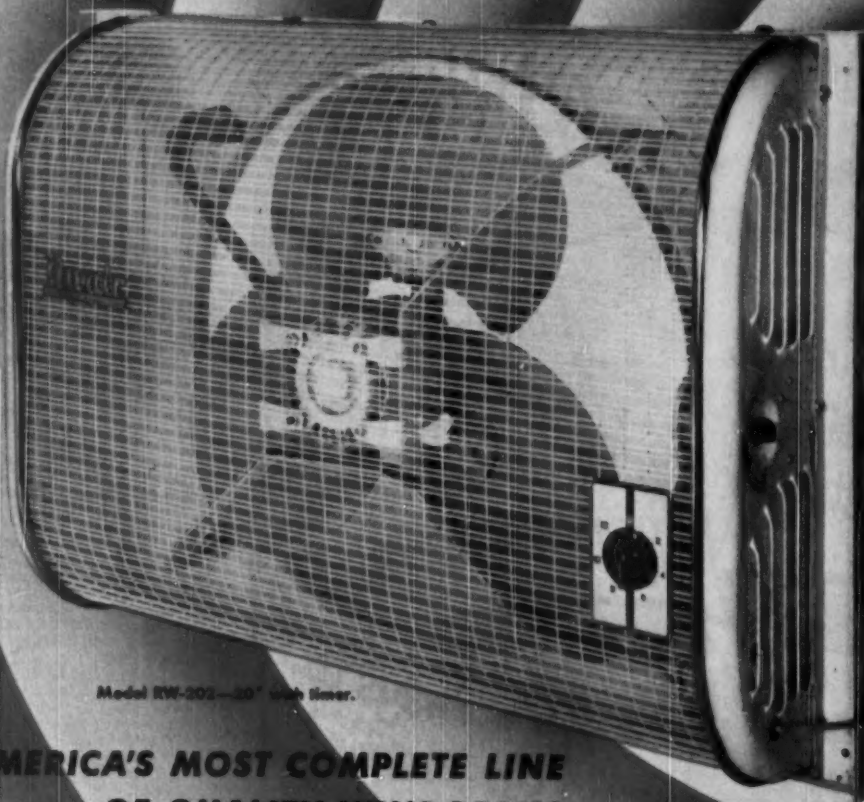
Selling Features: Features Magnatenna a built-in antenna out of sight within cabinet; Magnascope "150" receiver has built-in filter to eliminate glare; age for picture stability; 12-in. Magnavox speaker; mahogany or maple finish cabinet.

Price: \$339.50.

Electrical Merchandising, Mar. 1950

THE GREAT **Nu-air** LINE FOR 1950!

NEW BEAUTY...NEW OUTSTANDING FEATURES



Model RW-202—20" with timer.

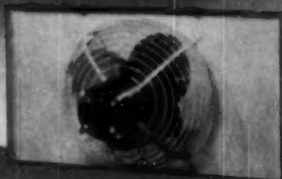
NEW

**NOW WITH
BUILT-IN
AUTOMATIC
TIMER!**

AMERICA'S MOST COMPLETE LINE OF QUALITY WINDOWFANS...

Now you can sell the line of windowfans that has everything you need for faster sales and bigger profits... streamlined beauty, efficiency and the added features such as the new automatic timer on the 20" and 24" Nu-Air to help you make easier sales.

See Nu-Air first! Ask your jobber salesman about either of the two great Meier lines... Nu-Air or Orco... or write us direct about full details on these complete lines.



Models W-121 and MS-12—12" with two-speed and single-speed motors.



Models NA20C and RW-162—20" and 16" Cadette.



Model RW-242—24" with timer.



Model S13A—FLT-S-FAN... filters as it cools.

Originators of the Modern



Design in Today's Windowfans

MEIER ELECTRIC & MACHINE CO., INC.
3523 E. Washington Street Indianapolis 7, Indiana

You're Invited to participate in the biggest
sewing machine promotion ever staged!

Free-Westinghouse

SEWING

CARNIVAL

Biggest
Free-Westinghouse
national advertising
program in history!

Full-page,
Two-color,
tie-up ads
for newspapers!

Free ad mats,
Co-op allowance,
New booklets to
help clinch sales!

NEW! Giveaways to
build store traffic!
NEW! Display material
for your store

Hurry!

Hurry!

*Call your distributor NOW
for full details*

Free-Westinghouse

SEWING MACHINES

FREE SEWING MACHINE CO., ROCKFORD, ILL., BEVERLY HILLS, CAL., TORONTO, CAN.

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



MAGNAVOX Radio-Phonos

The Magnavox Co., Fort Wayne, Ind.

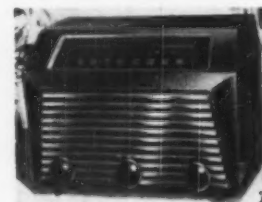
Models: "The Avenue" and Wedgewood radio-phonos with Add-A-Television feature.

Selling Features: "The Avenue" has Magnavox Add-A-Television feature that allows installation of a Magnavox "90" TV receiver later; equipment includes supersensitive radio receiver combining AM and Armstrong FM with 6 watts undistorted power output; 12 in. dynamic speaker; 3-speed Magnavox record changer with single tone arm for all types of records; 36 in. high, 30 in. wide, 18½ in. deep; provides storage space for 14 large record albums; part of album space designed to accommodate TV receiver when installed.

Wedgewood has storage space for 14 large record albums part of which may quickly be converted to accommodate addition of a TV receiver; new console houses a Magnavox 216 AM-FM radio chassis with 11 tubes and 10 watts undistorted power output together with a Magnavox 3-speed record changer with Magnavox duophonic feather-touch pickup; 12 electrodynamic speaker with high-frequency diffuser; television chassis incorporating 26 tubes including 3 rectifiers and picture may be installed at any time, and features a Magnavox "90" picture system with a 12½ in. tube; mahogany cabinet.

Price: "The Avenue" \$219.50 mahogany; \$239.50 in white oak. Wedgewood \$275. With television \$469.50.

Electrical Merchandising, March 1950



RCA Victor Table Radios

RCA Victor Div., Radio Corp. of America, Camden, N. J.

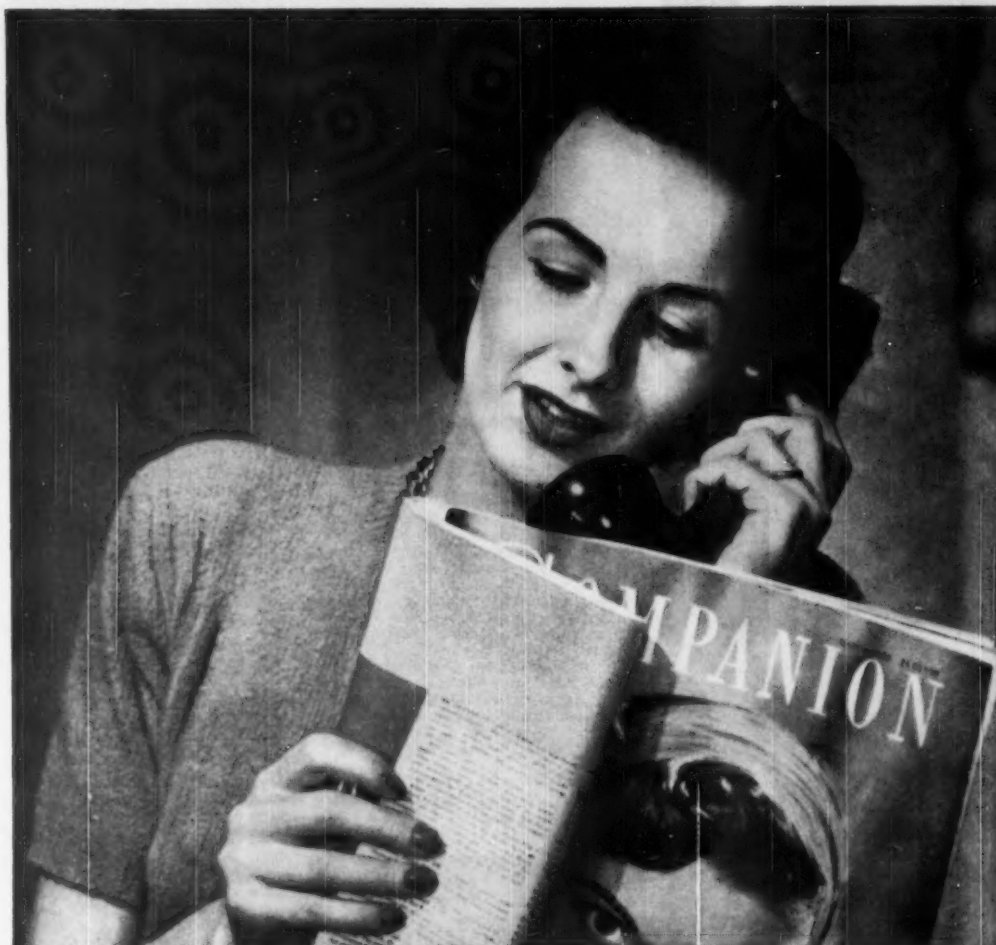
Model: No. 9-X-651 and No. 9-X-652 shortwave—AM table radios for rural and foreign speaking markets.

Selling Features: In addition to standard 540-1600 kc band, they receive 16-, 19-, 25-, 31-, and 49-meter international shortwave bands; each is equipped with an automatic volume control; a phono input jack for attaching a record player; 8½ in. high, 12½ in. wide and 7½ in. deep; weighs only 10 lbs including packing. No. 9X-651, maroon plastic; No. 9-X-652, ivory plastic.

Prices: No. 9-X-651, \$34.95; No. 9-X-652, \$37.50.

Electrical Merchandising, March 1950

EXTRA! The COMPANION was the only magazine in the entire women's service field that increased its advertising revenue in 1949!



*Women Use the Companion
...and you can too!*

GET ATTENTION AND SALES WITH DISPLAYS built around this exciting article in the March COMPANION! "Good to Look At — Easy to Work In" — A big, efficient, attractive kitchen designed for a family fond of food. Featured are all these up-to-the-minute appliances — electric ironer, washer, freezer, refrigerator, range and dishwasher. Tie in with this timely COMPANION article and steer customers your way. Display the merchandise advertised in the COMPANION (listed at right).

Women's Home **COMPANION**

THE MAGAZINE OF PERSONAL SERVICE, HOME SERVICE, PUBLIC SERVICE

**IT PAYS TO FEATURE
THESE PRODUCTS!**

Products advertised in the COMPANION have a big advantage — the NUMBER ONE editorial boost! No wonder dealers find it more profitable to display these Electrical Products!

Air-Way Sanitizer
Vacuum Cleaner

Bendix Home Laundry

Cory Coffee Brewer

Domestic Sewmachines

Frigidaire Appliances

General Electric Irons

General Electric
Washers

General Mills
Tru-Heat Iron

General Mills
Automatic Toaster

Handyhot Quality
Appliances

Maytag Washer &
Ironer

Mirro-Matic Electric
Percolator

NuTone Chimes

Speed Queen Washers
& Ironers

Sunbeam Ironmaster

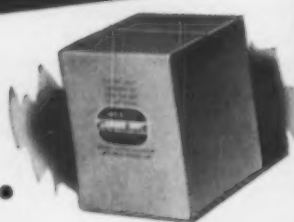
Sunbeam Mixmaster

Universal Cook-a-matic

Westinghouse
Appliances

White Sewing Machines

**Sell
a set...**



**...with
every
range**



Guaranteed by
Good Housekeeping



The cooking ware
with the **BUILT-IN**
heat distributor

*Specially
Priced*

NESCO
Evenheat

**HOSPITALITY SET
of Stainless Steel Utensils**

YOUR range display takes on new sales appeal when you place these beautiful Nesco Evenheat Utensils on the cooking elements! And you'll find it easy to sell a set to range buyers, because they're designed to match the newest ranges in *modern efficiency*!

The Hospitality Set is ideal for appliance dealers because you handle it as one complete unit—you stock, sell and deliver it in *one compact package*. You assure customer satisfaction, too, because Nesco Evenheat Utensils, in addition to other advanced features, have a special heat distributor **BUILT-IN** between their gleaming stainless steel surfaces.

Contact your Nesco distributor today and order several Evenheat Hospitality Sets... or write directly to:

NATIONAL ENAMELING AND STAMPING COMPANY

270 NORTH 12th STREET, MILWAUKEE 1, WISCONSIN

Sales Offices: 1430 Condit Bldg., Atlanta • 1166 Merchandise Mart, Chicago
200 Fifth Ave., New York • Western Merchandise Mart, San Francisco
901 Ambassador Bldg., St. Louis.

ELECTRICAL APPLIANCE NEWS

New Products

RADIO



RCA Victor Radio-Phonographs

RCA Victor Div., Radio Corp. of America,
Camden, N. J.

Models: Nos. 9-W-78 and 9-W-106—
4-in-1 consoles.

Selling Features: Both models have two turntables—one for playing 78 rpm records, the other for 45 rpm records, plus standard and FM radio; both have 12 in. permanent-magnet electro-dynamic speakers; spacious storage compartments; No. 9-W-78 has a traditional cabinet motif, 6 tubes and 1 rectifier.

No. 9-W-106 has 18th Century cabinet, 9 tubes and 1 rectifier; both models have "Golden Throat" acoustical system, separate built-in antennas for standard and FM bands and jewel light "on-off" indicators.

Prices: 9-W-78 \$199.95 in mahogany or walnut; \$209.95 in limed oak. 9-W-106, \$269.50 in mahogany or walnut; \$285 in blonde.

Electrical Merchandising, March 1950



ARVIN Table Radios

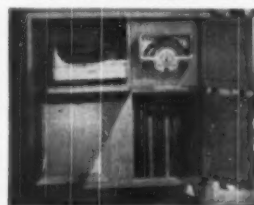
Arvin Div., Noblitt Sparks Industries Inc.,
Columbus, Ind.

Models: No. 440T in 6 different colors.

Selling Features: Beige plastic serrated, debossed, color-filled tuning knob; a Dutch apple pie lattice work speaker; available in geranium red, yellow, cream, green, burgundy and sand bronze; 4-in. Alnico speaker, 4 tubes.

Price: \$14.95.

Electrical Merchandising, March 1950



ZENITH Radio-Phonographs

Zenith Radio Corp., 6001 W. Dickens Ave.,
Chicago, 39, Ill.

Models: Chippendale No. G882R, and Hollywood G883E radio-phonograph consoles.

Selling Features: Both models have new chassis which incorporates Zenith-Armstrong FM and long distance AM

reception; a Zenith 3-speed automatic record changer which plays all speeds and sizes of records without change of tone arm, cartridge or spindle; Cobra Tone Arm provides long-life sapphire cartridge which reproduces either microgroove or conventional records; changer accommodates both speeds of 7-in. records; 10 or 12-in. intermixed 33 1/3 discs; or 10 or 12 in. intermixed standard recordings; automatic phono unit also shuts off automatically; both models have Zenith-built 12-in. Alnico speaker.

Chippendale 18th Century mahogany cabinet; Hollywood, Gold Coast Afara blonde cabinet.

Prices: Chippendale, \$289.95; Hollywood, \$289.95.

Electrical Merchandising, March 1950



G-E Radio-Phonograph

General Electric Co., Electronics Park,
Syracuse, N. Y.

Model: No. 129 table radio-phonograph.

Selling Features: 3-speed automatic record changer and a dual stylus for playing all types of records; 5 tube plus a tube-type rectifier and a built-in Beam-A-Scope antenna; 5 1/2 in. Dynapower loudspeaker; 2 tone-control positions available for radio and record reproduction; mahogany cabinet; stylus pressure has been reduced to 1/2 oz.; 3 separate spindles are used—no separate adjustments necessary to set tone arm down automatically for correct record size.

Price: \$89.95.

Electrical Merchandising, March 1950



RCA-VICTOR Record Player

RCA Victor Div., Radio Corp. of America,
Camden, N. J.

Device: Nos. 9-EY-32 and 9-EY-31 portable 45-rpm. phono.

Selling Features: Self-contained unit with amplifier and loudspeaker; has record changer and storage compartment for single records and albums in compact carrying case of red and brown simulated leather; lid may be removed, folded back or kept closed during play; plays up to 10 records with one push of button.

Price: \$49.95.

Electrical Merchandising, March 1950



Presenting

THE NEW 1950 GEM DANDY ELECTRIC CHURN MODEL 4-QT

(3-quart churning capacity)

A SURE-FIRE SELLER!

MODERN DESIGN!

OUTSTANDING
PERFORMANCE!

NATIONALLY
ADVERTISED!

ORDER TODAY FROM
YOUR DISTRIBUTOR

**SENSATIONALLY
PRICED**

TO RETAIL FOR

\$12.95 COMPLETE

WITH 4-QT. GLASS JAR

NEW IMPROVED, COOL-RUNNING MOTOR FOR 3-gal. and 5-gal. MODELS

Our new improved 1950 Deluxe and Standard models for 3-gal. and 5-gal. containers have a new cool-running motor which refuses to heat up even when run continuously day and night for days.

List Prices: Deluxe Model \$19.95
Standard Model 16.95

Adjustable to fit owner's crock or jar.

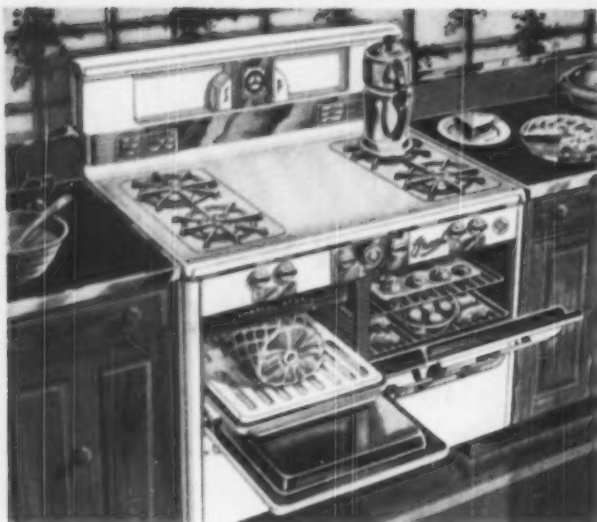
Gem Dandy Containers sold separately. List price: 3-gal. \$2.75; 5-gal. \$3.50.

All prices slightly higher west of the Rockies

THERE is nothing on the market like our new Gem Dandy Electric Churn with its modern design, outstanding performance and sensational low price. Developed to meet the requirements of 75% of the 4,800,000 electrified farms and the millions of families living in small towns, this new model sells complete with 4-qt. jar for only \$12.95 retail. Churns up to 3 quarts of heavy cream or whole milk in a few minutes. Makes the finest butter and butter-milk. High quality, heavy-duty, slow-speed motor with chrome steel housing. Aluminum shaft and dasher—detachable and adjustable. Here is a fast moving, big profit item for 1950. Order a dozen or more from your distributor today. Specify model 4-qt. Display and sell! Write us if you don't know nearest distributor. Extra 4-qt. glass jars—color black and gold—retail price \$1.25.

ALABAMA MANUFACTURING COMPANY
Dept. A-141, Birmingham 3, Alabama

**GEM DANDY
ELECTRIC CHURN**



FEATURE FOR FEATURE, the new 1950 Grand gives you more for your money than other gas ranges. TWO OVENS—a big bake oven and a big, separate meat oven—no more waiting for this to come out before you can put that in. Charcol-ator Broiler—cooks meats with infra-red rays. Exclusive Safe-Tee-Kee, that

locks all burners so children can't cause accidents. High-speed cast iron burners, automatic controls. Lifetime guaranty on burners and oven bottom (replaced if defective). Write for free book of household hints ("101 GRAND Ideas") and name of nearest dealer. Grand Home Appliance Co., Cleveland 4, Ohio.

Grand
101 Big Ideas for 1950

**TWO-OVEN
GAS RANGES**



WITH THE EXCLUSIVE SAFE-TEE-KEE



The GRAND March Is On

Here they come—right out of the March issues of six leading magazines—advertisements like the one reproduced here, marching into the homes of more than eleven million of your best gas range prospects, setting the stage for the A.G.A.'s great Spring Style Show of Gas Ranges in which Grand dealers will play a leading part. Get set to get your share of the biggest gas range year—get on the GRANDwagon now! For full details write: Grand Home Appliance Company, Cleveland 4, Ohio.

Sales off the Sidewalk

CONTINUED FROM PAGE 97

about new appliances which had been installed in their homes. Joe listened, also, to the complaints of other housewives who were eagerly awaiting new refrigerators.

"It seemed to me that half of our customers, immediately after the end of the war, were talking about the appliances they wanted," said Joe, "even asking me if I could do anything to help them get hold of a new range or refrigerator."

When the chance came along to lease a 50x60 ft store building at 3849 South Broadway in St. Louis, right in the middle of the shopping district where the Mizerany family had gotten its grocery selling start, Joe grabbed it and invited his brothers to try their hand at the appliance business.

It didn't really matter much that neither brother had more than the briefest acquaintance with major appliances, or that early overtures toward appliance distributors and manufacturers met with cold lack of interest. Once having made up their minds, the brothers spent a few hundred dollars in remodeling the old store into a handsome, diversified-department appliance store. Next, each "went to school" by signing up for distributor classes on appliance handling, selling and service. To save time, brother Steve studied ranges, brother Ed refrigerators, and oldest-brother Joe attended classes on laundry equipment and its use.

Sell Fruit, Sell Appliances

Right from the start, the brothers have used the same selling methods formerly applied to groceries to develop a new selling technique for major appliances. Remembering that fruits and vegetables sold best when stacked in their crates on the sidewalk in front of the building, the Mizerany Brothers started to use the same stunt for appliances. The entire front of the store at all times is stacked with tier after tier of appliances in their original crates. At times there have been as many as two carloads of assorted appliances shown in this way.

"We hit 'em in the eye," Joe Mizer-

any says, "on the theory that whenever the subject of major appliances comes up, anybody who has seen our store will be bound to remember the big display. Maybe we won't sell them for a long time to come, but at least we capture their interest at first sight, and eventually, they'll come around for a visit."

No Warehouse Needed

The big sidewalk displays are patiently built up from each incoming delivery, while actual appliance deliveries are made from stock inside the store. By keeping the entire reserve stock out on the sidewalk (there is a projecting marquee which eliminates any danger from rain or storms) Mizerany Brothers do not need a warehouse, and "keep the whole stock selling for us" at all times. At night a brilliant floodlight keeps the gleaming white porcelain and enamel mass display selling.

Next, Mizerany brothers began "huckstering" their appliance lines as aggressively as if ranges, refrigerators and washing machines were a drug on the market. Instead of waiting for the prospect to come in, all three brothers are out on the sidewalk during selling hours buttonholing shopping housewives and husbands right on the walk, and inviting them to spend a minute or two looking over the appliance stock. "It's just like selling fruit," according to Steve Mizerany. "We catch a shopper on the walk looking goggle-eyed at the huge mass display, and don't let her get away until we tell her what lines we carry, and hustle her inside to look over an operating model. We show her everything we carry in stock, or a specific appliance if she names one. Sooner or later, we catch a prospect who is really in the market, and by merely grabbing as many as possible, we are bound to sift out some we can actually sell."

"We have found that nobody minds pausing for a few moments and letting us reel off a few details about our appliance lines," Joe said, "unless they

(Continued on page 190)



OUTSTANDING SUPERIORITY

GENERAL T-12 Home Floor Conditioner

OUTSTANDING PERFORMANCE!

OUTSTANDING QUALITY!

OUTSTANDING VALUE!

Concentrate on the floor machine that gives your customers greatest **VALUE**—greatest **QUALITY**—greatest **PERFORMANCE**! The machines that give **YOU** greatest **SALES**—greatest **PROFIT**. Point-by-point, feature-by-feature it's **GENERAL**. . . for **ONLY GENERAL** provides—

- Larger perfectly balanced machine—all weight centered directly over brushes.
- Greater brush spread . . . over 12"!
- Larger, more fully packed brushes with longer fibres—give longer brush life.
- All (easy-to-clean) chrome and polished aluminum surfaces—no paint or enamel to chip or crack.
- A **COMPLETE** line of attachments. When you sell a **GENERAL** you set up a continuing demand for attachments.
- Side Handles* replacing long handle for polishing furniture, table tops—even autos with ease.
- Year-round magazine and newspaper advertising.

*Slight extra cost.



GENERAL BOOTH AT CHICAGO SHOW



Tremendous interest was expressed in this dramatic General Floorcraft exhibit at the January 1950 National Housewares Show in Chicago.



\$79.50

INCLUDES
2 polishers
2 waxes
2 buffers

Model K-16
INDUSTRIAL

General Series "K" Industrial Machines

Here is a tremendously wealthy new market for dealers and distributors alike. With its nationally famous industrial line General broadens your market from Homes to Stores, Hotels, Institutions, Colleges and Industrial Plants, etc. Four rugged industrial models—K-12, K-14, K-16 and K-18. Write Dept. EM-3 for full information on Home and Industrial models.

GENERAL FLOORCRAFT, Inc. DEPT. EM 3, 333 SIXTH AVENUE, N. Y.

WHAT THE...!!! HEY!
ANOTHER OUTLET
ON THIS LINE?



Because . . .

100 OTHER INDUSTRIAL "OUTLETS"
SHARE THE "CHARGE" OF THIS
"LINE" YOU GET . . . A QUALITY
SERVICE and UTILITY BODY AT
YOUR PRICE!

★ WEATHERPROOF ★ LOCKED ★ LIGHTWEIGHT!

THE MORRISON

Carry-All

CUTS COSTS YOU
NEVER KNEW EXISTED!



It's the All-Die Pressed Steel "Carry-All"
by Morrison for Cutting Costs of Theft, Weather
Damage, Extra Trips and Duplications . . .

EVERYTHING FOR ANY
ELECTRICAL JOB IN YOUR
SHOP-ON-WHEELS

EVERY ADVANTAGE OF YOUR EXPRESS PICK-UP
PLUS ALL THESE EXTRAS!

Weatherproof Compartments . . . for those cardboard boxes of small items that break apart and spill when it rains! . . . for the tools and equipment that would otherwise rust and corrode! . . . for anything and everything that must be kept dry and free of dirt!

Locking Compartments . . . Wise key-locked and handled so that you can keep equipment that used to "walk away".

Bridge-Type Underbody—High Tensile Steel Construction Throughout . . . It's lighter—much lighter—than any body of its type and capacity . . . It'll pay off in greater loads at lower operating costs! Fits any standard commercial 1/2, 3/4 or 1 ton truck chassis.

More Advertising Space . . . Put your 'phone number where the fender used to be!

More Freight Space . . . Over-the-wheel compartments give you nearly 50% additional cubic carrying capacity!

Plus: Offset-reinforced, non-skid, heavy load floor . . . Interchangeable parts . . . Bassick center control of single closure, dual-latch, paneled doors . . . Compartment doors of inner and outer steel stampings.

The all-industry Morrison "Carry-All" is carried in stock for immediate delivery to franchised chassis dealers by more than 50 established truck equipment distributors strategically located from coast to coast.

Carrie All



MORRISON STEEL PRODUCTS, INC.

Carry-All® Service Body Division

607 AMHERST ST.

BUFFALO 7, N. Y.

Sales off the Sidewalk

CONTINUED FROM PAGE 188

are really in a hurry. Most of the time, the prospect actually gets a kick from the aggressive approach we maintain, and is good-humored enough to let us go ahead with it."

In this way, the Mizerany brothers stop as many as 300 people per day on weekdays and twice that number on busy Saturdays. Years of grocery retailing, too, have made them familiar figures to most of the local residents, and this does away with the usual formality and stiffness which appliance dealers must overcome to "get down to brass tacks."

Once the prospect is inside the store, the brothers attempt to find out which type of appliance she needs most and to concentrate on that. Usually, after looking over the neat rows of departmentalized appliances inside the store, she mentions what she's interested in and the salesman can steer her over to a model already connected for operation. At some point in the conversation he attempts to make an appointment for a later call in the prospect's own home.

"We sell 90 percent of our volume through outside calls developed in the store," Joe Mizerany said. "Naturally, we don't always make a sale right off the bat when we hustle a customer off the sidewalk. That's just the opening gun. A quick demonstration, stressing the top sales point of the appliance, followed up with plenty of literature and a sales call in the home, does the trick. We've sold hundreds of appliances to housewives who were perfectly satisfied with their old models until we gave them a condensed demonstration in the store. A lot of women who refuse to give us a sales appointment during their demonstration wind up calling us on the phone and inviting us to come on out."

Personal Selling

All outside calls are carefully scheduled in the Mizerany sales office, to permit each brother to call on the largest number of prospects per day. Most calls are made either in the morning or evening, leaving the late afternoon hours free for "sidewalk prospecting" when most women are shopping for groceries. "It's the most personal kind of selling," Joe reports. "Half of the time, we either know someone in the prospect's family or their neighbors because of 20 years of living in the area ourselves. By stressing friendship, good will, fast service, etc., we figure we have 300 'sold' customers working for us, in that they are constantly turning in the names of friends or relatives who we can also sell one appliance or another." To keep this "booster" enthusiasm alive, Mizerany Brothers give past customers such gifts as kitchen radios, toasters and waffle irons for every new prospect successfully sold. One housewife, stopped on the sidewalk and sold a new electric range the following evening, has turned in 24 prospects, resulting in 11 sales.

Within a year, Mizerany Brothers were hanging up incredible sales rec-

ords. The store led the nation for a six month period in a range sales contest, selling three carloads in three months, and has done just as well with more limited refrigerators, complete model laundries, and even radios. Full-page newspaper ads, showing 60 appliances stacked on the sidewalk at one time, have brought throngs of curious visitors, whom Mizerany Brothers without ado put through the same 1-2-3 sales process described above. "We thought we'd have to do a lot of newspaper advertising when we started out," Joe stated. "However, we've since found that merely the big sidewalk display and the plaudits of our sold customers has been enough."

The store is operated as a partnership, each brother drawing a salary and sharing equally in profits, which are figured monthly and distributed among the five Mizeranys. One mechanic for appliance repairs is kept on the payroll, along with a deliveryman who keeps up a swift service reputation by making sure that every appliance is delivered on the day it is bought. While there is no doubt that "loose money" has had a lot to do with the initial success of the firm, the Mizerany's figure that the same methods will work during any competitive, tighter-money period ahead. *End*



WAIT..
till he sees what
Westinghouse

is going to..

SPRING
THIS
Spring!

on Laundromat
on Clothes Dryer!

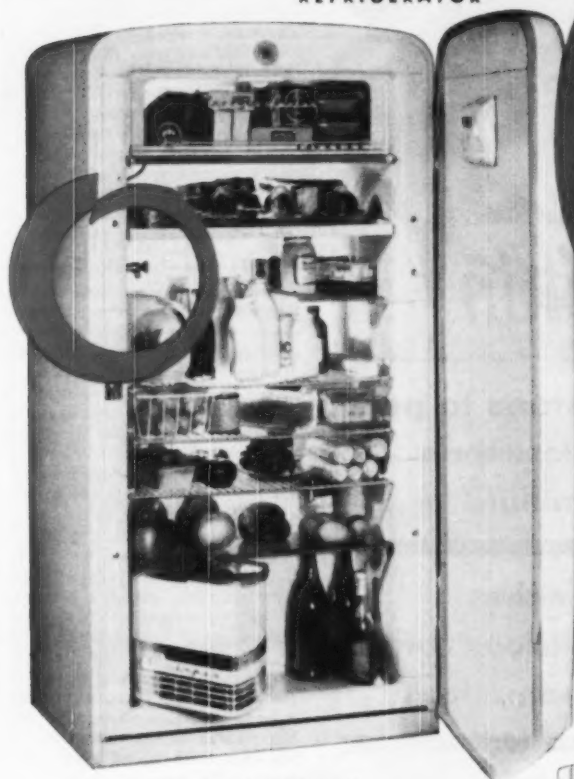
See big announcement in April

Electrical Merchandising
Electrical Dealer
Retailing Daily
and other trade papers

People stand in line to see and use the **NEW**

Gibson

REFRIGERATOR



No. 1130, Touch-A-Tap, with Swing'r-Crisp'r and Buttr'y. 11.35 cu. ft. Sugg. Ret. \$344.95.

NO OTHER LINE OFFERS THIS PROFIT-PROGRAM!

Check prices, step-up and clinching sales features. Make any comparison you like. You'll agree it's the stand-out deal of the Industry. Talk it over NOW with your Gibson Distributor or get in touch directly!

Suggested Retail List Prices
Subject to Change Without Notice.

Copyright 1950, Gibson Refrigerator Co.

GIBSON REFRIGERATOR COMPANY • GREENVILLE, MICHIGAN

ELECTRICAL MERCHANDISING—MARCH, 1950

TOUCH-A-TAP

Cold Water!

Sells itself

Health and convenience appeal of Touch-A-Tap wins the nation—men, women, children. New packaged promotion available now has already proved the terrific power of this great traffic-builder and sales-maker.

Puts the Industry's Most Sensational Sales-Maker to work for you!

You dramatize your whole store with Touch-A-Tap! Dealers say and sales prove that Touch-A-Tap is the most powerful traffic-builder, the strongest sales-maker in a decade. It is backed by Gibson's greatest line—each model packed with never-seen-before features, all self-selling, all right-priced, all in perfect step-up. You're missing your biggest bet if you don't get in touch now with your Gibson Distributor or directly with Gibson!



No. 1100, Glassed Freezer Shelf, Swing'r - Crisp'r. 11.34 cu. ft. Sugg. Ret. \$299.95.

No. 1150, Freezer Automatic Opening-Closing Door, 50-lb. Fresh'ner Locker and 40-lb. Freezer Locker can combine to become 90-lb. Super-Locker. 11.23 cu. ft. Sugg. Ret. \$359.95.

No. 890, Glassed Freezer Locker, Fresh'ner Shelf, Glass bottom shelf. 8 cu. ft. Sugg. Ret. \$269.95.

No. 700, Space-saver. All the essentials, incl. Scotch Yoke mechanism, 28 cubes, interior light. 7.14 cu. ft. Sugg. Ret. \$189.95.

No. 720, Deluxe Space-saver. Glassed Freezer Shelf, Refrigerated 1/2 bu. visible storage tilt bin, Sliding Crisp'r. 7.06 cu. ft. Sugg. Ret. \$214.95.

No. 800, Glassed Freezer Locker, Fresh'ner Locker, Sliding Crisp'r. 8 cu. ft. Sugg. Ret. \$229.95.

PAGE 191

Already going places

Automatic

WEST BEND
ELECTRIC
Flavo-Perk



Just plug it in!

\$9.95

COMPLETE WITH CORD
(EXCISE TAX INCLUDED)

Patents Applied For

The hit of the housewares
show! See your WEST BEND
distributor!

WEST BEND *Aluminum Co.*
WEST BEND, WISCONSIN

How to Make the Most of T-Day

—CONTINUED FROM PAGE 89—

establish himself as "television headquarters" in his community. Dealers in established television centers, seeing the industry change from a boom to a steady selling job, often sit back and dream of T-Day and the few days that followed, when thousands blocked traffic in front of their stores and crowded their showrooms.

The dealer can make out pretty well if he merely cooperates with his distributor's program for T-Day, but he will not get full value until he institutes promotions of his own. Obviously, his first attention must be toward display. Most dealers have found that a double display, one for a store audience, another for the street traffic, gets most attention. Supplemented by large window banners, either those of a general committee or from the distributor, plus newspaper and radio advertising, the dealer is set to handle his largest audience. However, he must remember that no matter how necessary it is that he create this display for a mass audience, he will have but a very transient hold on them. Although he may attempt to have salesmen pass out brand literature to everyone who stops by, and may even attempt to get the names of many who come into the store, his major purpose is to tell as many people as possible that he handles television. The development of this group as prospects will have to come later through regular methods.

Take Care of Regular Customers

But, dealers have found that there are ways and means of developing prospects on T-Day in a limited but valuable quantity, by other promotions. The smart dealer, who knows that television will have to be sold, will look to his regular customers, those who have bought radio or appliances from him, as his best TV market. As a result, he will see that everyone on his list of users gets a special invitation. Some dealers have made the invitation general, inviting the "old friend" to come into the store on T-Day without offering any special attention—just letting him join the crowd that is brought in by window and newspaper advertising. Many dealers do not have the facilities to handle the invitation in any other way. But those dealers who can, try to make a special television showing for a limited number of old customers. This has been done by taking a separate room in the store, closing it to street and floor traffic, and using it for the invited guests. Another dealer held the invitational affair at his home, selecting a limited number of old customers for each night of the first week that television was on the air.

Then, the alert dealer looks to special groups who by their nature are good prospects for television. One dealer held open house at his home on T-Night, sending special invitations to every merchant and professional man in his neighborhood shopping center.

(Continued on page 194)

LINE UP WITH BLACKSTONE THE PROFIT LINE



BLACKSTONE QUALITY

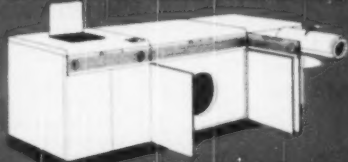
Begins at \$89.95

Regardless of the size of the prospect's purse, there's a Blackstone model to match it. From a wringer "leader" to the one and only Blackstone Combination Laundry you'll find they offer Greater Dollar Value and Sounder Engineering. That's why Blackstone is called THE PROFIT LINE. That's why—in greater numbers than ever before—new dealers are "lining up" with Blackstone. Prove it with your pencil! It adds up to just this: The Blackstone Franchise provides greater dealer profit on the broadest line of home laundry equipment. Check our prices to the consumer and to yourself. Sound business judgment will tell you—"Line up with Blackstone, the Profit Line."

BLACKSTONE CORPORATION

Jamestown, N. Y.

THE Profit Plus... BLACKSTONE COMBINATION LAUNDRY



Nothing like it. Three washing, integrated units—Automatic Washer, Dryer and Ironer. Can be combined in any sequence or used as separate appliances—portable or permanently installed. All three only 72" wide. Dryer in either electric or gas models.

SELL

BLACKSTONE

PRODUCT OF
AMERICA'S OLDEST WASHING MANUFACTURERS

THE PROFIT LINE

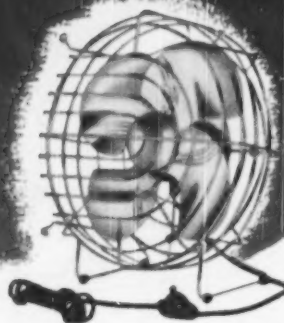


GET FASTER TURNOVER IN YOUR FAN BUSINESS

SELL

A Complete Fan Line

DESK TYPE • PEDESTAL • VENTILATOR



(MODEL 2019) DUAL PURPOSE VENTILATOR FAN

This newest and promising addition to the Dominion fan line is a 12" combination window ventilator, desk and portable model. It adjusts to any size window from 24" to 36" wide — goes in either upper or lower part of window — will completely change the air in an average room every 2 minutes. Quickly converted into

portable, desk-type fan by simply removing four wing nuts.

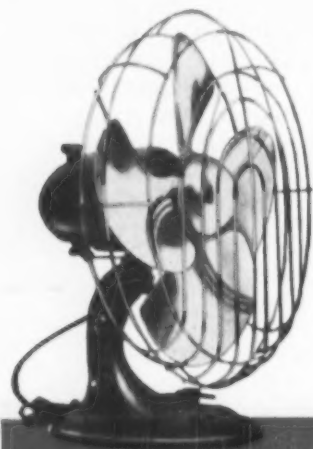
Note attractive styling, modern air-flow blades. Equipped with heavy-duty, 4-pole induction type motor — non radio-interfering. This versatile fan offers wonderful sales opportunities. *Send for attractive four-page folder giving full specifications on entire fan line!*

(MODEL 2020)

12-INCH, 2-SPEED OSCILLATING

Taking a rightful place beside the best fans on the market, this handsome, two-speed, 12" oscillating fan is representative of the beauty and style in the full line of Dominion 8", 10" and 12" desk-type, pedestal and ventilator fans.

Typical of the value built into the line is the 4-pole, induction type motor, standard on all 10" and 12" Dominion fans. For years Dominion fans have been giving superior service — earning substantial profits for Dominion dealers.



DOMINION ELECTRIC CORPORATION
MANSFIELD, OHIO

*A complete line of table appliances and fans . . .
available through reputable distributors across the nation*

How to Make the Most of T-Day

— CONTINUED FROM PAGE 192 —

A large number responded, and on the next day television and the dealer's name were being talked about in every grocery, doctor's office, restaurant, etc., in the neighborhood.

Dealers have found that all T-Day promotions need not be in the store or in the dealer's home. One dealer had an effective T-Day promotion by installing a television set in the club-rooms of several local fraternal organizations—Elks, Knights of Columbus, etc.—and assigning a salesman or serviceman to see that each set worked properly during the evening. Another dealer loaned a receiver to a service club to loan to the children's ward of the local hospital. The club's members attending the program were so enthusiastic that the club purchased the set for the kids, and several club members became prospects.

There is usually something peculiar to each locality or neighborhood that the dealer can use as a promotion. Take Salt Lake City, for example, where the Mormon Church makes its headquarters. At a spring conference of the members, the services at the Tabernacle had an overflow crowd of 10,000. Quick action by the local television industry, dealers, distributors and the Mormon Church owned KSL-TV brought the entire Tabernacle service and choir to the entire overflow crowd through a group of DuMont, Packard-Bell and Stromberg-Carlson receivers and a large screen monitor.

And when T-Day is over, the dealer who is going to make money in selling television receivers knows that his T-Day promotions were the beginning—but only the beginning. Before the next day's programs are on the air he is starting to follow up those who responded to his promotions and to make a second try on those who didn't respond. As a matter of record, those retailers who have had the most success in selling television are those who developed an outstanding T-Day promotion—and then went ahead making every day a "T-Day". *End*

• NO HIGH OVERHEAD
• NO EXPENSIVE SHOWROOMS
• NO HIGH-PRICED SALES FORCE
• NO INSTALLATION FEE
• NO DOWN PAYMENT
• NO STRINGS ATTACHED



ANNIVERSARY SMASH HIT OPENS HUGE NEW KITCHEN MARKET!

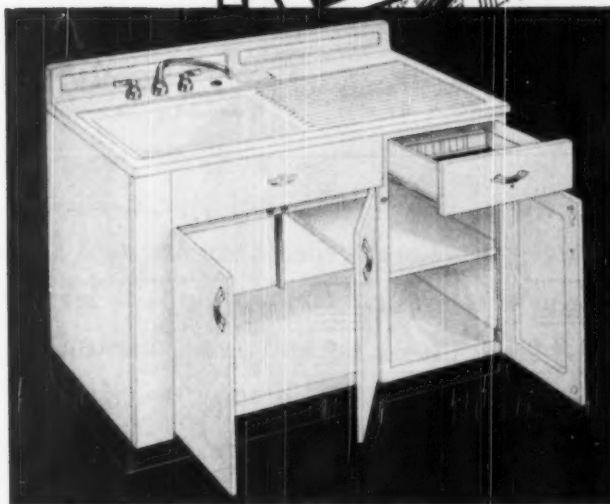


PROMOTION STARTS MARCH 12


HERE's your best bet of the year—your opportunity to reach a huge *new* market and step up your sales volume.

It's the greatest low-priced value ever offered by Youngstown Kitchens—the smashing Anniversary Special Promotion for March. At this unprecedented low price, genuine Youngstown Kitchen equipment is now within reach of prospects who once thought Youngstown quality was something they could only hope for.

Tap your share of this expanded income for Youngstown Kitchen dealers. Use the terrific dollar-saving Anniversary Special Promotion. Your Youngstown distributor has complete details, and will be happy to talk with you; or write direct.



What a Price! A genuine Youngstown Kitchens Cabinet Sink priced lower than ever before! Only \$79.95 (only \$84.95 west of Rockies)! This is a value-packed, customer-catching offer for sure!

 **Youngstown Kitchens**

MULLINS MANUFACTURING CORPORATION • WARREN, OHIO
World's Largest Makers of Steel Kitchens



What a Package! Sales promotion material bursting with impact value. Vigorous, eye-catching display pieces. The Anniversary Special is a sure-fire, sure-sales deal! Get aboard the sales and profits band wagon with this wonderful promotion.

All water heaters are not alike!

Take a **GOOD LOOK**

at
FOWLER
Porcelined
WATER HEATERS
(GLASS-LINED)

There are lots of things
about Fowler porcelined
Water Heaters you won't
find in other makes.
Features like these make
Fowler the easiest-to-sell
water heater on the
market today . . .

Electric Water Heaters

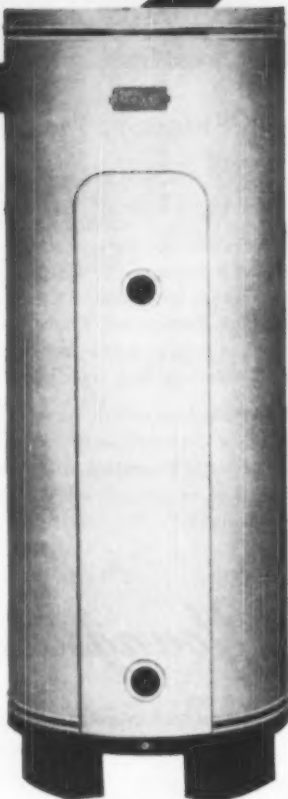
Porcelain-lined tanks cannot rust, last longer. Triple, built-in insulation—dead air space; aluminum reflector jacket; 3-inch Fiberglas. Adjustable, economy temperature controls. Safe "Black Heat" lock-on, external-type elements provide efficiency and long life. Capacities: 5 to 80 gals. (Table Top models: 30 and 40 gals.) 20 year protection plan. Approved by Underwriters' Laboratories.

Gas Water Heaters

Glass-lined tanks. Larger tank capacities supply 22 gals., 33 gals., 44 gals. — 10% more than many heaters. One-piece cast iron, raised port burner. Oversized tapered heat flue. Extra heavy insulation. 15 year protection plan. AGA approved.

BUILT RIGHT by a national manufacturer with more than 35 years of water heating experience.

LOWEST PRICED . . . The lowest priced line of non-corrosive tank water heaters being offered to the independent dealer.



40-gallon, Fowler Electric Water Heater
Approved by Underwriters' Laboratories

**DEALERS!
DISTRIBUTORS!**
GET THE WHOLE STORY—
Send for complete
information today!

FOWLER MANUFACTURING COMPANY
2545 S. E. Gladstone • Portland 2, Oregon

Please send complete information about Fowler Electric and Gas Water Heaters.

Dealers: _____
Address: _____
Distributor: _____
Address: _____

Selling Dealers on Freezer Demonstrations

CONTINUED FROM PAGE 72

demonstrating it for all it may be worth. Mr. Walsh's combined ace-in-the-hole and trump card in his merchandising program is his home economist, Mrs. Rita Holdridge. This charming lady, who exudes enthusiasm for her work and a deep interest in the problems of Walsh & Co.'s retailers, handles nothing except the freezer. She is a specialist in the product and is one of the few specialized home freezer economists in the country.

She Helps Promotions

"My most interesting work," says Mrs. Holdridge, "is in helping dealers to promote and sell freezers. We've found that many dealers must be sold on the idea of demonstrations. So I find my work cut out for me by moving in on a dealer and urging him, 'Let's get a freezing school going.' That means getting the dealer enthused about the idea, getting ads in the newspapers a week or so in advance, inviting the county demonstration agents and drumming up groups for the school. It really means too, that the dealer is getting ready to sell plenty of freezers, whether he knows it or not, because the freezing school is going to include thorough instruction for his salesmen and repairmen, and instilling in them the desire to sell their product."

Mrs. Holdridge, concentrating wholly upon freezers, goes about her work systematically. In a series of steps, she prepares herself to meet almost any problem which may arise in a freezer instruction group meeting.

First, she tests new types of packaging materials and new methods of packaging so that she may be prepared to recommend the best possible ways for getting service out of a freezer. In doing this, Mrs. Holdridge is conscious of the fact that her only task is strictly to sell "the use value" of the machine only. Actual sales talks are given by an accompanying salesman.

Second, in the streamlined lounge and kitchen of the Walsh Co., she continually experiments to see what

can or can't be frozen. Her efforts in this direction usually are inspired by questions from customers and if she doesn't know the answer, she promises the questioner to find it as soon as she can get back to her experimental kitchen. Recently, she has had excellent success in freezing such unusual things as cantaloupes and bell peppers.

Column Widely Read

Third, on her own initiative, Mrs. Holdridge has become a columnist on *The Houston Citizen*, a weekly newspaper which boasts several hundred thousand circulation. Under the title "Rita Says," the column contains recipes, household hints, suggestions for food preservation and conservation, and plugs freezers to the hilt. Each article invites questions from the reader and gives Mrs. Holdridge's telephone number. Calls, as a result, average 12 to 15 every day. Recently, Mrs. Holdridge offered Deepfreeze dealers in towns throughout the firm's territory the use of her column for their own local newspapers. Acceptance was quick and now the column is widely read all over East Texas. If the dealer prefers, Mrs. Holdridge offers to help his own home economist start her own column in the local newspaper and contributes freely to it. In any event, the column is fine publicity and Mrs. Holdridge finds that she is already known to groups before which she is to appear.

Fourth, she prepares herself with new material which will enable her to appear as a guest speaker on many local dealers' radio programs. She finds that many dealers are sometimes stumped for ideas for a change of pace or variety in their daily broadcasts and that a guest speaker usually is highly welcomed.

Fifth, Mrs. Holdridge still regards her job as part of a wide movement to educate the public in the use of the home freezer. She knows that many listeners in her audience know nothing about the freezer, and consequently, she sees that her lectures and

(Continued on page 198)



MURRAY

brings you today's
biggest kitchen profit news!

MURRAY

long identified with fine auto bodies, now introduces a complete kitchen line with all the beauty, style and strength of today's quality cars!

MURRAY

brings your customers all-new... all-steel kitchens—richly coated with durable, high-baked enamel... and a line of all-new electric ranges and gas ranges.

MURRAY

offers this new, ground-floor opportunity *now!* This is the time to get into the profitable kitchen appliance business. And, if you're already established, here are new, complete lines that afford profit opportunities not just for a few months but *all year 'round!*

MURRAY

sales features are unsurpassed! Your customers will marvel at the Murray kitchen's new beauty, new performance, new ease of cleaning, new conveniences, new usefulness!

MURRAY

urges you to get full particulars now! Send convenient coupon. Meanwhile, *watch for further announcements!*

Ultra-modern
Steel Kitchens!



Ultra-modern cabinet sinks, matching wall and base cabinets. The big 66" kitchen cabinet sink above is the super deluxe model in the Murray line. In addition there's the deluxe 54" and standard 54"; the single drainboard 42". Cabinets of almost any size and shape to suit every need.

High-speed
Electric Ranges!



Just one of a complete line! 40" model with deep-well cooker, automatic pre-heat oven thermostat, automatic oven timer clock, many other features. Line includes three 40" ranges, besides compact 20" and 36".

Streamlined
Gas Ranges!



Just one of a complete line! 40" with largest of all ovens, integral burner bowls, clear-vue oven door, smokeless broiler pan and grid, many other features. Three 40", in addition to 20" and 36" ranges complete the line.

If you are a wholesaler, kindly write on your letterhead.
If you are an appliance dealer, kindly forward coupon.

The Murray Corporation of America
Home Appliance Division
Scranton, Pa. E.M. 1
Gentlemen:
Kindly forward full details.

Name _____
Address _____
City _____ Zone _____ State _____

Dealers . . . Distributors ATTENTION!

BIG NEWS

for 50¢



**NEW Prices!...NEW Models!
NEW Profits!**

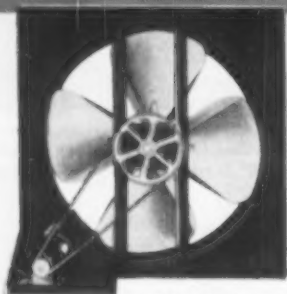
**FOR THE BEST IN EITHER HORIZONTAL OR VERTICAL
FANS, IT'S THE SILENT BREEZE "GOLD SEAL"**



The Silent Breeze "Gold Seal" is the most versatile fan on the market today. It is perfectly engineered for either horizontal or vertical installation. Fan and motor "lubricated for life". Completely automatic ceiling shutter and time control optional. Designed for quick, easy installation. In all sizes for homes, business houses and factories. A big profit maker because Silent Breeze "Gold Seal" moves fastest from your floor. **ORDER NOW!**

**REDUCE YOUR INVENTORY, STOCK ONE FAN FOR HORIZONTAL OR VERTICAL
INSTALLATIONS • ORDER THE SILENT BREEZE "GOLD SEAL" TODAY!**

**FOR THE BEST AT A SAVING IT'S
THE VERTICAL SILENT BREEZE "STANDARD"**



The Silent Breeze "Standard" is a fan of equal quality to the "Gold Seal". It moves the same amount of air but is designed for vertical installation only and has a sleeve bearing motor, which requires occasional lubrication. Stocked with these two exceptional lines you can successfully sell against both quality and price for any type of installation. **ORDER NOW!**

24" WINDOW FAN



An amazingly compact, marvelously efficient "over the counter" item. Light in weight, it can be installed by the purchaser. Extends only 3 1/2" from window sill. Two-speed switch. Sturdy, dependable. It is a fast selling item for small homes and apartments. **ORDER NOW!**

HOLCOMB & HOKE MFG. CO., Inc.
1345 VAN BUREN ST., INDIANAPOLIS 7, INDIANA

**SILENT BREEZE . . . A sensation in
ventilation with a sensational plan for you!**

- **JOBBER!** Stock up NOW . . . pay LATER!
- Revolutionary new prices will amaze you.
- An aggressive, new merchandising policy.
- Stock the Silent Breeze line NOW . . . and put your profits "in the bag for '50'!"

**DEALERS . . . Contact your jobber or write us for
jobber in your territory**

Silent Breeze
VENTILATING FANS
VENTILATION PLUS COOLING WITH AIR IN MOTION

Selling Dealers on Freezer Demos

—CONTINUED FROM PAGE 196—

demonstrations include the simplest points and cover the ground as thoroughly as possible.

These steps taken by his home economist mean a big volume of freezer sales, according to Mr. Walsh, who heartily backs the demonstration method as the best possible way of selling freezers.

"You can always tell which dealers have staged demonstrations simply by looking at a sales graph of dealer purchases," he says. "The upward trend is always evident after demonstrations have been held."

Mr. Walsh believes the most effective promotion used in selling freezers is to conduct a demonstration in the home of a customer selected by one of his dealers. Mrs. Holdridge contacts the customer, asks if she can give a demonstration party right in the home, working from the customer's own freezer. If permission is granted, Mrs. Holdridge sets to work preparing salads and frozen lunches and places them in the customer's freezer about a week in advance of the party. Such lunches are a very inexpensive way to attract new prospects, Mr. Walsh points out, since they can be prepared and served at a cost of approximately 50 cents each.

During the demonstration party, Mrs. Holdridge takes the lunches out and serves them to the guests, explaining how the food was prepared as she does so. An accompanying salesman from the dealer's staff is on hand to answer questions and to provide any sales talk necessary. At one recent party of this type, 15 women attended and seven freezers were sold. That, of course, is an unusually high percentage, but it demonstrates the effectiveness of Mrs. Holdridge's work.

Exhibits Boost Sales

Walsh & Co. has had great success in boosting the sale of freezers by taking part in every possible county fair or exhibition staged in its territory. If possible, Mrs. Holdridge is on hand to stage a freezing school at the fair, assisted by the local dealer or dealers who are participating in the exhibit, and who benefit from the show. Attendance at these events usually runs into the thousands, providing an excellent dealer prospect list.

The Houston *Citizen* annually stages cooking schools in various neighborhoods of the big Texas city, and Mrs. Holdridge plays a prominent role in the event by presenting a freezing demonstration in connection with the school. Last year, three schools drew more than 9,000 eager Houston housewives to hear her.

Not missing a bet, Mr. Walsh works closely with utilities, banks, REA's and farm groups to display and promote freezers. He believes strongly in display and works to arrange such exhibits wherever the opportunity occurs. His sales manager, James W. Derr, encourages his retail dealers to follow the firm's example. *End*

Three "DO's" that sell MORE Electric Ranges!

There are three things that can help you build more Electric Range sales. Like other successful dealers everywhere, you can increase your sales by doing these three things. Here's how:

DO THIS

Have an Electric Range plugged in right on the sales floor. Then you can really give the prospect a demonstration. Flip the switches and the elements heat up right in front of her. She can see how fast this happens. She can touch the oven and feel how cool it is outside when it's hot inside. It's always easier to sell a "live" range than a "dead" one. Demonstrations build floor traffic, too! But in addition . . .



DO THIS

Don't let the sale drop when delivery is made. Make follow-up calls on purchasers. When a customer buys an Electric Range, chances are she's not too familiar with its operation. Have the salesman or home economist visit the customer once or twice *after* delivery, and demonstrate the range in the customer's own home. She needs only a little help and she'll learn where every control is, and how to use it. Then she'll be the kind of satisfied customer who is a good salesman for you, can bring you a lot of other customers. And also . . .



DO THIS

Like other successful dealers and salesmen, use an Electric Range in your own home. That's the best way to get yourself enthusiastic, to be convincing when you're telling prospects how easy this range is to use; about its coolness and economy; how its automatic controls save time, and what delicious meals it cooks. First—install an Electric Range in your own home.



CASH IN ON THE TREND... Sell Electric Ranges!

Another million American families switched to Electric Cooking last year!

ELECTRIC RANGE SECTION

National Electrical Manufacturers Association, 155 E. 44th St., New York 17, N. Y.

ADMIRAL • COOLERATOR • CROSLEY • FRIGIDAIRE • GENERAL ELECTRIC • GIBSON • HOTPOINT
KELVINATOR • LEDO • MONARCH • NORGE • QUALITY • UNIVERSAL • WESTINGHOUSE

ELECTRICAL MERCHANDISING—MARCH, 1950

Wire Your Store for Modern Merchandising

Remember—when your store has a three wire service to demonstrate on Electric Ranges, it is also wired for other appliances, too—such as Electric Water Heaters and Electric Clothes Dryers. This, of course, spreads the wiring cost; helps boost sales in general, because any appliance sells better "live" than "dead."



NEW! EASY-TO-SELL

FASCO
ARCTICAIRE
FANS for '50

The Line that
SOLD OUT in '49
Now **FOUR WAYS**
BETTER for '50

Model N-55, 12" Lo-Level Fan, 3 Speeds
(Also available for '50 in 10" size single speed)

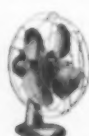
- **NEW SIZES** — the beautiful, fast-selling FASCO Lo-Level Fan ... now made in TWO sizes ... 12" — three speeds, and 10" — single speed.
- **NEW FINISHES** — Always tops in eye appeal ... FASCO Fans for '50 are color-styled, finished for new beauty that lasts for years.
- **NEW MODELS** — You'll see several other new sure-fire sellers ... or **WRITE NOW**, for advance information ... they're the hottest news in the industry.
- **NEW EFFICIENCY** — FASCO Fans for '50 are again out front in overall performance ... delivering more air, more quietly, with longer trouble-free life.



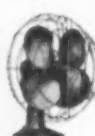
Model N-165
16" Pedestal, 3 Speeds.
Adjustable in height
from 4 to 7 feet



Model N-128
12" Heavy Duty
3 Speeds



Model N-121
12" Standard
1 Speed



Model N-163
16" Deluxe Heavy Duty
3 Speeds



Model N-103
10" Standard
1 Speed



Model N-101
10" Deluxe Heavy Duty
1 Speed

WRITE!

Be sure to get your
copy of the 1950
FAN CATALOG
... NOW!

FASCO
INDUSTRIES, INC.
ROCHESTER 2, NEW YORK

Seasonal Sales of Four Major Items in 1949: Oliver Bros. and Total Oil City Dealers

Month	Refrigeration		Radios		Ranges		Washing Machines**	
	Oliver Brothers	Oil City	Oliver Brothers	Oil City	Oliver Brothers	Oil City*	Oliver Brothers	Oil City
January	5.1%	4.6%	6.9%	9.0%	7.0%	5.1%	8.6%	6.0%
February	7.3	6.3	9.8	8.3	4.4	3.7	4.9	6.3
March	7.8	9.3	9.2	8.7	7.7	10.7	7.0	7.9
April	9.6	9.3	8.1	8.3	5.9	7.4	9.8	8.8
May	11.3	11.5	6.6	7.0	10.2	6.0	7.0	10.2
June	12.9	14.0	5.2	5.6	11.2	13.9	12.3	8.9
July	16.2	11.9	4.2	6.6	6.9	7.4	14.3	6.9
August	9.2	10.0	7.5	5.9	9.5	8.3	6.2	8.8
September	8.7	7.8	5.7	6.9	5.2	10.2	10.2	12.1
October	3.2	5.2	6.0	7.3	11.0	8.3	6.2	7.5
November	4.1	5.9	10.3	9.9	8.7	8.3	8.6	8.8
December	4.6	4.2	20.5	16.5	12.3	10.7	4.9	7.8
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

* Electric Only

** Includes conventional and automatic washers

Planned Advertising Gets Planned Results

CONTINUED FROM PAGE 80

featured. Newspaper ad services provide most of the art work for ads. Simple and forthright copy stresses value, the fine quality of a nationally-advertised brand and Oliver Brothers service.

Both appliance and radio service departments are kept to high standards, adding to store prestige in the area. Service personnel make trips to factories for refresher courses lasting a full week.

Speakers or films are frequently featured in sales training meetings for store personnel. This attention to detail has done much to build good will. In fact, concentration upon detail in the overall retailing picture has enabled Oliver Brothers to set an admirable pace in building volume. Following are points in the store's appliance merchandising plan, as set forth by Stephen Oliver:

1. Maintain sufficient capital and efficient inventory control.
2. Install complete accounting procedures and a carefully-controlled budget.
3. Avoid drastically low gross margins due to price concessions and too liberal trade-in policies.
4. Avoid acceptance of poor credit risks and neglect of accounts receivable.
5. Establish a continuing sales training program.
6. Be sure your service department is efficient and experienced.
7. Establish a policy which will prevent failure to charge for out-of-warranty service.
8. Offer the best of nationally-advertised quality merchandise.
9. Undertake carefully planned sales promotion and advertising programs.
10. Avoid too much sales effort on one seasonal line.
11. Compensate the proprietor on a definite basis.
12. Take every step to prevent lack of interest and loss of enthusiasm.

No Skipping Advertiser

One of the latest promotional ventures at Oliver Brothers has been paying dividends among some of the best prospects a store can try to win—brides, new mothers, city newcomers and "housewarming" celebrants. The nationally-known "Welcome Wagon"

is the vehicle for this promotion, with Oliver Brothers as the Oil City appliance store represented in the retailing group venture.

"We figured that we'd not join the 'Welcome Wagon' unless we really put something behind our promotion, so we've invested over \$5.00 in a real gift," said Stephen Oliver. "We're simply spending money to get women into the store."

"The 'Welcome Wagon' calls and describes our store, leaving a can of wax that has a wide variety of uses around the home and in caring for appliances. Then a card is left, extending a cordial greeting and best wishes, and inviting a personal visit to the store for another gift."

"When the person comes in, we present him or her with a beautifully-wrapped \$5.00 electric coffee-maker—something you can always find a use for in a family. A very effective touch is a personal name card tied to the package; we take the tag from our files when the presentation is made."

End



"FOR \$49.50 YOU WANT A PICTURE?"

You are being watched by

Mr. and Mrs.



If you sell John Wood Automatic Electric Water Heaters you may be sure you are being watched by the best prospects in your town. Yes, by the husband and wife shopping teams which are the center of John Wood's current magazine, newspaper, radio and television advertising. These buyers already know about the ten outstanding features of John Wood Electric Water Heaters—such as the accurate temperature controls, the efficient heating elements, the blanket insulation, the electric weld time-tested galvanized tanks, magnesium anodes and the warranty plans providing up to 10 years' protection. But, they won't know how these heaters are designed to save you installation time—give you more profit on each sale. For example, you can install a John Wood Table Top Model in $\frac{1}{4}$ the time required for ordinary table top heaters. Better be sure you're being watched by "Mr. and Mrs."—get full information now!

JOHN WOOD

FOUNDED 1919

JOHN WOOD COMPANY

Conshohocken, Pennsylvania
Chicago 9, Illinois • Toronto 4, Canada

Write for complete information
or see your Plumbing and Heating Jobber

JOHN WOOD AUTOMATIC ELECTRIC WATER HEATERS



ACRES OF CUSTOMERS for Sensibly Priced *Liberty* Chimes

The Liberty Line is priced to sell the small-home mass market. A complete range of decorator-styled models, from \$2.95 to \$19.95. And, feature-for-feature, you can't buy better door chimes.

We're talking up the Liberty Line with national advertising in such magazines as *Better Homes & Gardens* and *House Beautiful*.



CATHEDRAL TONE

Has the Liberty Resonance Magnifier for richer, deeper tone. Two notes for the front door, one for the rear.

—\$8.95 LIST

MODERNETTE

Neat sales-wise design, ivory plastic cover, polished brass trim. Two notes for the front door, one for the rear.

—\$4.95 LIST



LIBERTY UNI-MOUNT TRANSFORMER

Newly designed 10-volt transformer for the above chimes attaches through knock-out hole in most electrical boxes.

—\$1.46 LIST

Write for
current catalog



Liberty Bell

MANUFACTURING CO.
MINERVA, OHIO

SINCE 1924
DOOR CHIMES, BELLS, BUZZERS, TRANSFORMERS, SIGNALING DEVICES

Can You Sell It to the Judge?

CONTINUED FROM PAGE 77

"We are of the opinion the outside thermometer, located as it was, reflected a spirit of bad faith upon the part of the appellant (contractor), and that the test constituted fraud upon the part of appellant. We are of the opinion that the equipment supplied by the appellant (contractor) is mechanically incapable of reducing the temperature 15 degrees within a reasonable time, as provided by the contract."

This court also explained that when a contractor makes a guarantee of this nature, he violates the guarantee unless the equipment will perform as guaranteed under normal conditions. In other words, the court will not permit either a contractor or seller of electrical merchandise to "connive" or manipulate the merchandise abnormally in order to force it to operate within the terms of the guarantee.

put into operation by the buyer who soon found that it would not do the work for which it was intended, but would overheat and cut off. The seller was promptly notified, and he sent the machine to the manufacturer for necessary repairs. When it was repaired the seller returned it to the buyer, but did not reinstall it. The buyer called the seller by telephone and insisted he should reinstall the machine, or restore it to the installation from which seller had taken it. The seller refused, saying that he was selling machines, not installing them, whereupon buyer sent the machine back to the seller.

Then the seller sued the buyer for the agreed \$298.81 purchase price. The higher court held that the buyer need not pay the bill, and said:

"We conclude, therefore, that there was no valid redelivery to the buyer."

Redelivery Means Reinstallation

If for any reason a seller takes from a home an electrical appliance or machine, not fully paid for by the home owner or purchaser, and fails to reinstall it, he cannot recover from the purchaser the balance due on the sale contract.

For example, in *Morel versus Solomon*, 35 So. (2d) 314, it was shown that a person purchased from a retail dealer on credit an electric washing machine for \$298.81. The seller installed the machine. The machine was

Basis for Valid Partnership

According to a recent higher court a valid partnership never exists unless the testimony shows that both profits and losses were intended to be shared by the members of the business firm.

For example, in *Bussinger versus Ginnever*, 213 S.W. (2d) 230, one Bussinger filed suit asking the court to dissolve a partnership between himself and his partner named Ginnever, and divide the partnership assets.

During the trial Bussinger testified (Continued on page 204)



An **EXTRA** **SALES-FORCE** *for* **YOU**

From your own business experience you know that the big months for selling many of the major electrical appliances are just ahead.

Statistics confirm this, especially as to refrigerators, ranges, vacuum cleaners and water heaters.

To make the most of this seasonal angle, remember that the biggest sales potential lies in the greater volume of time payment sales. Right around the corner, or at the other end of a telephone wire, there is a Commercial Credit representative ready to hop to your assistance.

He is an expert on credit and financing—a specialist who knows how to make your time payment service convert more prospects into buyers . . . turn more merchandise into profits. He, and his counterparts in more than 300 Commercial Credit offices all over the country are doing it every day, for thousands of other appliance dealers.

It would be good business to call him in and have a talk with him.



More **SALES** • *More* **PROFITS**
More **SATISFIED CUSTOMERS**

COMMERCIAL CREDIT CORPORATION

A Subsidiary of

Commercial Credit Company Baltimore, • Capital and Surplus Over \$100,000,000

MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

ELECTRICAL MERCHANDISING—MARCH, 1950

PAGE 203



*Why YOU Mr. Dealer
should Sell..*



- TOPS IN CUSTOMER ACCEPTANCE!
- TOPS IN EASY INSTALLATION!
- TOPS IN PERFORMANCE!
- TOPS IN PACKAGING!
- TOPS IN DEALER PROFITS!

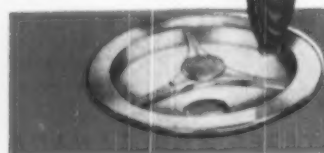
Individual packaging . . . fast service . . . styles, sizes and shapes of units to fill all replacement needs, along with easy installation, are a few of the many advantages enjoyed by TK Dealers. Probably the most important advantage is the low record of "call-backs" . . . with no angry "blasts" from dissatisfied customers for installation of inferior units. You, too, will find it profitable to provide your customers with efficiently designed and ruggedly constructed TK units . . . units with extremely dependable performance, plus economical, fast heating of water. Like information on how you can become a TK Dealer? Write us today.

OTHER TK ELECTRIC HEATING PRODUCTS

Surface Heating Range Units •
Flatiron Heating Units • Range
Warmer Units • Switches & Se-
lectors • Bake & Broil-Oven
Units • Commercial & Industrial
Heating Units

ELECTRIC WATER HEATER MANUFACTURERS

TK units are made in styles, shapes and wattages to fit specific production requirements. Over a quarter of a century of electrical engineering experience can be brought to bear on your electric heating unit needs. Drop us a note. We'll be glad to work with you.



TUTTLE & KIFT, Inc.
1823 N. Monitor Avenue, Chicago 39, Illinois

A Subsidiary of Para Brand Corporation



Can You Sell It to the Judge?

—CONTINUED FROM PAGE 202—

that several years ago Ginnever and himself entered into an oral agreement whereby they were to become partners in the business of selling and servicing refrigeration, electrical and bottle gas equipment. Bussinger proved that at the time of the suit the business owned a large stock of goods, merchandising and equipment and there were due many accounts and indebtedness.

Ginnever contended that there was no valid partnership and he had only agreed to divide profits of the business with Bussinger. In other words, there had been no agreement whereby Bussinger was to share losses.

Since Bussinger did not prove that he had agreed to share losses, if any, the higher court held in favor of Ginnever saying:

"The burden was on plaintiff (Bussinger) who alleged the partnership, to establish such partnership by a preponderance of the evidence . . . In the case at bar plaintiff (Bussinger) offered no testimony to show that there was any agreement as to the sharing of losses."

Therefore, Ginnever was not compelled by the court to divide with Bussinger the several thousand dollars profit earned by the firm since it started business in 1944. Quite apparently this legal controversy could have been eliminated and avoided if the parties had made a *written* contract which clearly stated that both parties intended to share in the profits and losses.

Another important law relating to partnerships is that a *single* partner, in a partnership, may be responsible for the *total amount* of partnership debts, although these debts greatly exceed the assets of the business. In other words, if only one partner is financially responsible in a partnership he is obligated to pay *all* debts incurred by the partnership business, although such debts are authorized solely by a partner who had little or no financial investment in the partnership. And this law also is applicable to a "silent" partner. End

OR APPLIANCE CO



DORMEYER

RINGS THE BELL

with FRI-WELL

SENSATIONAL NEW AUTOMATIC ELECTRIC DEEP FRYER
LARGER—SERVES SIX FULL PORTIONS



WITH WOMEN... FRI-WELL Rings the Bell!

The Fri-Well is another Dormeyer "gold mine" for features that sell—and sell. The Fri-Well makes you a master chef. Deep-fries chicken, shrimps, steaks, doughnuts, onions, French-fried or shoestring potatoes, other foods to golden goodness. Merely set thermostatic control. Out comes luscious taste-tempting food fit for a king. Women everywhere rave about Fri-Well.



FOR FEATURES... FRI-WELL Rings the Bell!

Gleaming finish, streamlined design makes Fri-Well a "natural" for fast sales. Larger capacity, specially designed draining lip, heat-proof handles, easy-to-clean, safe to use—all features that mean dollars in the "till." Fri-Well heats with special elements through the sides—not the bottom—guarantees against burning, scorching. Excess food particles settle in special "cold-well," preventing scorching or discoloring.

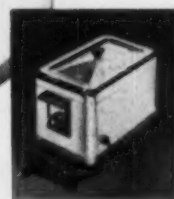


FOR PROFITS... FRI-WELL Rings the Bell!

Place your Fri-Well orders today. Get in on the gravy now. Backed by aggressive Dormeyer advertising and promotion, the Dormeyer Fri-Well will go places for you if you act fast. Take advantage of this sensational sales opportunity and get your share of this big market. We'll see you at the cash-register.



\$24⁹⁵
 Guaranteed



FRI-WELL IS BACKED BY THE FAMOUS DORMEYER NAME

The sensational new Dormeyer Fri-Well is backed by the years of experience and craftsmanship that have made Dormeyer the First Name in Mixers. Get the best. Get Fri-Well by Dormeyer—the Buy-Word in Appliances.



SELL DORMEYER...The Mixers with the Cash Register Complexion

THE ONLY COMPLETE LINE OF ELECTRIC FOOD MIXERS



Complete FOOD FIXER Model 4200
 Includes Electric Grinder at no extra cost.
 Complete Grinder, Juicer, Mixer
 \$39.95 Guaranteed

Yes sir! It will pay you in greater profit opportunities, increased turnover, and customer satisfaction to feature the DORMEYER Food Fixer! Tell your customers, "You did it, DORMEYER does it!"... with 10 recipe-tested speeds. Women love its rich kitchen-color harmony—truly, the most beautiful mixer ever designed. Remember, DORMEYER is the first to introduce grinding, juicing, and mixing attachments, all in one complete Low Price Unit!



Complete MEAL MAKER Model 5000
 Includes Electric Grinder at no extra cost.
 Complete Grinder, Juicer, Mixer
 \$31.95* Guaranteed

"Leading the field" with another DORMEYER sensation! The Meal-Maker hits the market as a sure seller! Multispeed control insures better grinding, juicing, mixing results. Light-weight and portable mixing head can be used anywhere in the kitchen. AC or DC. No turn-table change necessary with "Click-Mix" arm. Meal-Maker offers more attractiveness, convenience; modern tear-drop streamlining a help to easy cleaning! You did it, DORMEYER does it.



THE BUDGETEER Model 4900
 Low Cost. Big Mixer Performance
 \$19.95! Guaranteed

And now, the newest DORMEYER... "The Budgeteer"! Assure yourself more mass market sales with this latest, low-cost, high-quality DORMEYER! Loaded with performance! 3-speed horizontal mixer; new "lift-off" motor (no triggers) multiplies usefulness; light-weight with balanced portability for greater kitchen use; modern tear-drop streamlining! Order today and hypo your sales with "The Budgeteer"! Sell the Budgeteer and you sell your customers the most for their mixer money.



New "DORMEY" Model 4900-D
 Makes Every Pot and Pan a Mixing Bowl!
 \$14.95! Guaranteed

Terrific Demand Item! Easy to use and store. Popular-priced... natural for small homes, apartments. All-purpose, full-powered, low-priced, completely capable. Not a gadget. "Dormey" Portable offers: 3 recipe-tested speeds; super-powered 110-120 volt AC-DC motor; two beaters. New "Dormey" assures fast turnover and greater profit for you. There's a terrific market in apartments and small homes for this popular DORMEYER model.

DORMEYER

The BUY-WORD in Appliances

Dormeyer Corporation, 4300 North Kilpatrick Avenue, Chicago 41, Illinois

*Denver and West, add \$1.00
 †Denver and West, add 90c

INVESTIGATE THE NEW

VOSS PLAN!

**DEVELOPED AT THE REQUEST
OF RETAILERS AND
WHOLESALEERS FROM
COAST TO COAST.**

**ASSURES YOU LARGER
PROFITS — HELPS OFFSET
YOUR PRESENT INCREASED
SELLING EXPENSES.**

**ONLY VOSS
GIVES YOU ALL
THESE SELLING
ADVANTAGES:**

- 1 Uniform National Pricing**
- 2 A model in every price class.**
- 3 Exclusive Features Such As**

**Tangle-Proof Top Suds
Washing Action**

**World's Only Electro-Safe
Pressure Extractor**

**THIS VALUABLE FRANCHISE
may still be available in your ter-
ritory — write today for complete
information.**

**VOSS
TIME TESTED
SINCE 1876
WASHERS**

VOSS BROS. MFG. CO., DAVENPORT, IOWA

Promotions Get the Crowds

CONTINUED FROM PAGE 71

house was opened at the end of the month, a hillbilly band played, the drawing for a home freezer was broadcast and hundreds of potential customers attended. It is a significant fact that salesmen totted up a sale of 43 freezers in the 30 day period.

Cooking School.

"Cooking schools are still the best of all promotions," declares Mr. Schaefer. "There was the one we staged in July of last year. It was held for two days at a local theater with morning and afternoon sessions. Several complete meals were prepared by our expert home economists at each session and we had a chance to demonstrate both major and small appliances."

The effectiveness of the cooking school, as in other promotions, rests on its timing, Mr. Schaefer says. A case of the right promotion at the right time with a thorough follow-up, is the plan he follows. Just how effective his follow-up of this particular school was, is demonstrated by the fact that more than 1,000 housewives jammed the theater for the sessions and in the month immediately following the event, Home Improvement Co. sold more than 30 electric ranges. Six months later, Schaefer salesmen went through the registration cards filled out at the cooking school, got busy on the telephone and through correspondence channels, and sold more than \$1,800 in electric housewares to prospects gleaned from the registration cards alone.

Cookies and Ice Water.

Like many dealers in the rural sections, Mr. Schaefer follows up installations of new power lines closely. But his methods are certainly more thorough than those of most dealers. He always manages to attend annual membership meetings of the REA in his section, rents space and places washers, refrigerators, ranges or complete kitchens on display nearby. At the last meeting of the group, he installed a pump display which pumped ice water for the thirsty while his home



BOARD OF STRATEGY consists of Bob and Juanita Schaefer, both of whom are still in their twenties.

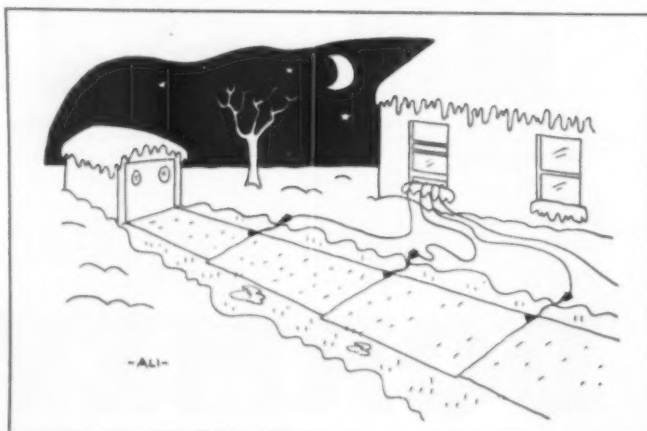
economist baked cookies on an electric range and distributed them to the assembled group.

Customer Salesmen.

Another Schaefer tactic which has paid off very well is his policy of using the customers to sell others. At the end of the year, the firm selects its best customers and writes them a friendly letter offering them a \$5 commission for any customer they bring into the store who later buys a major appliance. The practice not only produces plenty of new customers but also cements relations with the older ones, according to Mr. Schaefer.

Good Displays.

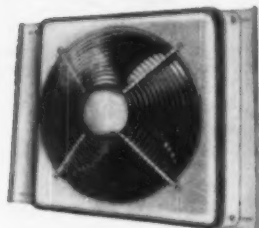
The Cullman firm believes in advertising in all its forms. Approximately \$400 per month is allotted for newspaper ads, radio spots and motion picture trailers. Displays are the subject of much attention and hard work. Last year, a Schaefer display man was one of the eight national winners in General Electric's home freezer window display contest. End



-ALL-

"BREEZE-ALL" FLOOR FAN

Durable, mottled-mahogany plastic cover and metal band. Chromium-plated legs and grille. Safe from top, bottom, sides. Delivers a whopping 3500 cubic feet of air per minute. Doubles as extra seat or table. Extra-low-cost operation. 12", 3 speeds, quiet. Guaranteed five years. **\$46.95**, retail.



"WINDOW FAN"

Fits any window up to 35" wide. Ideal for renters and home owners alike. 28" blades deliver 4250 cubic feet of air per minute—the equal of many attic fans! 18" size is electrically reversible to draw air in or push air out. Ivory enamel. Ultra-quiet, 2-speed, rubber-mounted motor. Guaranteed one year. From **\$54.95**, retail.

R&M FANS for '50 ...the line with sales FOLLOW THROUGH!

"QUIET"

Wide-blade, powerful oscillator at a popular price. Delivers up to 1500 cubic feet of air per minute. Handsome bronze-lacquer finish. Sturdy die-cast body and base. In 10" and 12" blades, guaranteed one year; in 16" size, five years. Two speeds on 12" and 16" sizes. With wall bracket, from **\$15.95**, retail.



"PEDESTAL"

Adjustable height, 38" to 62" from floor to center of fan. Beautiful gunmetal finish. Telescoping, chromium-plated and gunmetal column. Wide, quiet blades deliver 1500 cubic feet of air per minute. Fully enclosed oscillating mechanism. Guaranteed five years. 16", 2 speeds. **\$57.95**, retail.

"QUIET DE LUXE"

Large, ultra-quiet, overlapping blades. New gunmetal-enamel finish. Cadmium-plated guard. Die-cast body and base. Oscillating mechanism fully enclosed. Delivers up to 1700 cubic feet of air per minute. Guaranteed five years. In 12" and 16" blades. Three speeds. With wall bracket, from **\$41.95**, retail.

52 MILLION MESSAGES IN THE POST AND COLLIER'S!

Yes, sir! An ad a week for ten solid weeks in the big, beloved, *Saturday Evening Post*. Plus a four-week "bonus-blast" in courageous, convincing *Collier's*. Here's beautiful, quality merchandise that is priced right—promoted to the hilt for bigger and better dealer profits!

GENEROUS CO-OP PLAN!

Funnel the pressure of R & M's huge national advertising campaign right into your store. Truly liberal, local, tie-in promotion. A plan that really bolsters limited advertising budgets!

SALES PROMOTION WITH SOCK!

Colorful consumer folders, window streamers, complete newspaper ad mats, fan cuts—all with a whale of a wallop—all free! Yes, new R & M Fans for '50 are the ones with sales FOLLOW-THROUGH!

MOTION DISPLAYS THAT MOVE MERCHANDISE!

Two sure-fire stoppers for window or floor display. Fan does all the work—produces motion that attracts, interests, convinces. Cute, yes, but with real "come-on." Let these animated beauties do the job of show 'em . . . tell 'em . . . sell 'em!

BUT YOU HAVE TO STOCK TO SELL!

R & M Fans for '50 are the finest we've ever produced. And we're backing them, as you can see, with powerful promotion galore. But you can't sell what you don't have. So order stock from your R & M Fan distributor now and get all the sales helps that go with R & M Fans for '50—the line with sales FOLLOW-THROUGH!

ROBBINS & MYERS, INC.

SPRINGFIELD 99, OHIO • BRANTFORD, ONTARIO

NEW SALES POWER FOR YOU!

BERNS AIR KING FANS



DELUXE FLOOR CIRCULATOR

The outstanding style leader in fast-selling floor circulators. Completely new in design... typical Air King quality for unequalled efficiency. 12" model in beautiful Sunset Tan finish. \$39.95 incl. tax.

ECONOMY FLOOR CIRCULATOR

Sells on sight because never before a quality floor circulator at this amazingly low price. Makes the most budget-conscious prospect a profitable customer. A "must" for every dealer! 12" model only. \$24.95 incl. tax.

More New 1950 Air King Models:
• HORIZONTAL CEILING FAN • 8" BUILT-IN KITCHEN FAN
• ELECTRIC HEATER FAN • BUILT-IN CEILING KITCHEN FAN

The complete Air King line is now your better-than-ever source for practically all your fan needs!



12,570,195
NATIONAL ADS

A GREAT BIG PLUS FOR YOU!

We're teaming Air King's outstanding quality and style with a powerful national advertising campaign—to do profitable things for you. 12,570,195 copies of America's best selling magazines, a widespread barrage of page-dominating trade ads, and timely newspaper ads by the country's leading stores will do a super-selling job for you throughout the coming season. Take advantage of these multi-million sales messages! Stock, display and promote Berns Air King Fans! Make this the "hottest" summer you've ever known!

NEW! More Attractive Than Ever ORIGINAL REVERSIBLE WINDOW VENTILATOR



The exclusive Air King Window Ventilator that created a sales sensation is still first! **FIRST IN STYLE**... 1950 model with improved, streamlined design. **FIRST IN EFFICIENCY**... maximum air delivery in any position. **FIRST IN SAFETY**... fan blade is always out of reach. It's easier to operate, just the flick of a finger changes it from an exhaust to an intake fan and back again. Way out in front in value at 2 new low prices everyone can afford! In 10", 12", 16", and 20" models.

SOLD ONLY THROUGH LEADING ELECTRICAL WHOLESALERS

Ask your wholesaler or write direct.

BERNS MANUFACTURING CORPORATION

2278 ELSTON AVENUE • CHICAGO 14, ILLINOIS

For Export, write to AUTOMOTIVE DISTRIBUTIVE OF THE AMERICAS, 30 W. Washington St., Chicago 2, ILL., U.S.A.



"IN A WAY THEY HAVE SOMETHING IN COMMON—BOTH HAVE 12-INCH SPEAKERS!"

Home Laundry

CONTINUED FROM PAGE 62

in selecting washer compounds and that washing instructions should be improved, adding a recommendation that washer loads should be expressed in terms of specific pieces.

On Program

Those participating in the sessions included: Mrs. Lucille Williamson, Cornell University; Edgar L. Schlesinger, United Merchants and Manufacturers; Mrs. Elaine Knowles Weaver, Ohio State University; Dr. Florence Ehrenkranz, Iowa State College; C. J. Munter, Calgon, Inc.; Mrs. Madeline Mehlig, Commonwealth Edison; Miss Margaret Furry, Department of Agriculture; Miss Helen Thackeray, General Foods; and Miss Helen Hamilton, Corn Products Refining Co. Laurence Wray, editor of ELECTRICAL MERCHANDISING, was the guest speaker at the concluding session.

Others who served as co-chairmen of the panels were: Miss Margaret Davidson, *Ladies' Home Journal*; Miss Lee Chapman, *Good Housekeeping*; Miss M. Antoinette Falcone, Associated Merchandising Corp.; Miss Mary Danley, E. I. DuPont de Nemours & Co., Inc.; Mrs. Helen Tangen, Hamilton Mfg. Co.; Miss Bernice Strawn, *Woman's Home Companion*; Miss Eleanor Ahern, Frigidaire; Mrs. Helen Houchell Von Huben, Household Finance Corp.; and Miss Jessie Bakker, *Family Circle*.

End



"YOU SAID HE HAD COLD FEET!"

Question: what is the extra
value of the Zenith Franchise to
a progressive merchant?

Answer: it enables you to
offer the great features and the great
values first in your community!

Yes, this *extra* value makes the Zenith franchise one of THE BIGGEST STORE TRAFFIC BUILDERS IN THE BUSINESS... the most important single asset a progressive merchant can have!

Because—no matter what the size of the store—the more people who can be attracted to see the GREAT NEW DEVELOPMENTS *FIRST*, the more business the store will do. Not only in radio and television sales, but in every type of merchandise handled.

LOOK AT THE RECORD OF ZENITH "FOREMOST FIRSTS"! Add to this the other time-tested advantages of the Zenith franchise: TOP QUALITY OF PRODUCT; TOP CUSTOMER ACCEPTANCE AND SATISFACTION; CONSISTENT NATIONAL ADVERTISING SUPPORT; DEPENDABLE PROFITS, YEAR IN AND OUT. No wonder that so many of America's leading retail merchants regard Zenith as their most valuable franchise in television and radio!

LOOK AT THE RECORD! "Zenith Foremost Firsts"

in Radio

First All-Metal Chassis • Zenith was first with a genuine all-metal chassis and today still leads the industry in this important engineering feature. The rugged, dependable chassis in modern Zeniths is unequalled for cool operation, ease of servicing and lasting durability.

First Single Knob Tuning • It took a lot of fussing with a lot of knobs to tune a radio until Zenith gave America single knob tuning. Today, Zenith precision controls are unmatched for convenient operation, and the giant tuning dial is virtually a Zenith trade mark.

First Super-Efficient Built-In AM and FM Antennas • Zenith antenna developments include the famous Wavemagnet*...the detachable Wavemagnet making it possible to enjoy AM reception in trains, planes, steel-shielded buildings, etc....and the Light-Line FM antenna eliminating the need for an outside dipole for FM reception in primary signal areas.

First and Only Record Reproduction with Cobra* Tone Arm • There is no other tone arm that reproduces tones as the Cobra does! Its unique system reproduces records old and new with startling beauty. And the Cobra that plays records of all speeds, all types of grooves, with a single long-life stylus, is so flexible, so light (only 1/5 of an ounce) that records retain their tonal beauty for hundreds of plays longer.

First Super-Sensitive FM • Zenith is first with this revolutionary FM reception, actually 10 times more sensitive than the average of 16 other FM makes tested in the Zenith Radionic Laboratories. This improved, genuine Armstrong FM works even where many ordinary FM sets are practically useless!

in Television

First with the Giant Circle Screen • More and more imitations of this original Zenith feature are appearing in television receivers. But Zenith was first to offer the *largest possible* picture in relation to tube size. Now with Picture Control for a choice of circular or rectangular type picture!

First in Tuning Ease • Zenith's famous Turret Tuner with one knob automatic tuning has been a feature of every Zenith Television receiver. No more fiddling with many knobs! Automatically—picture is aligned horizontally and vertically... brightness and contrast are controlled... signal strength is stabilized... audio volume is regulated!

First with Built-In Provision for Receiving Ultra-High Frequencies • The Zenith Turret Tuner also was first to give built-in provision for receiving the proposed ultra-high frequencies on present standards without a converter. Very important, especially because so many new channel assignments are expected to be on the ultra-high bands!

First with the "Black Magic" Bixside Picture Tube • Zenith was first with this sensational development that makes possible a new standard of picture quality. Gives startling new life-like detail without annoying glare or blur, even in daylight or normally lighted rooms! Medical authorities recommend this way to view television!

*Reg. U. S. Pat. Off.

FIRST FROM ZENITH

The Great Features • The Great Values





25,000 Appliance Dealers Prove Frostofold Helps Sell Freezers!

...Builds profitable repeat business, too!

"We have been carrying Frostofold with a very satisfactory sales return!" That's a typical comment from one of 25,000 freezer dealers who, according to sales surveys, now depend on Frostofold frozen food packaging materials like Service Stations depend on gasoline! Why? Because Frostofold has proved to be an exceptional freezer-selling tool—and, an excellent repeat profit-builder in its own right!

Good Housekeeping approved Frostofold is the quick, easy, efficient way to home package frozen foods—highly recommended by leading home economists and freezer manufacturers—already preferred by millions of homemakers.

Frostofold establishes you as an authority on home freezing . . . make your store headquarters for home freezing materials and knowledge . . . brings women back again and again to replenish their packaging supplies . . . creates store traffic that helps your sales of other products . . . FROSTOFOLD HELPS YOU SELL FREEZERS!

Successful freezer selling takes more than a beautiful finish and cold interior. Actually, you sell convenience, economy—"strawberries in December," etc. Frostofold shows customers a tangible way to achieve all of this—efficiently, successfully—with easy-to-use, protective packaging materials.

Now, You Can Get Into The Profitable Frostofold Business With An Investment Of Only \$20.74—Your Low Price For The Complete, 1950 Frostofold Assorted Case!

ALL IN ONE CASE!—4 Pkgs. of 50 Pints (famous Prelined Frostofold Containers); 4 Quart "50's"; 2 Pint "25's"; 2 Quart "25's"; 2 Pint Cellophane Bag "50's"; 2 Quart Cellophane Bag "50's"; 2 Pkgs. of 8 Poultry Bags; 1 Roll Stockinette; 1 Roll Polyethylene Wrap;—Plus, an Easel Counter Display and 25 Hand-Out Folders!

RETAIL VALUE of one Assorted Case—\$29.63. Your clear profit per case—\$8.89!—plus immeasurable profit in freezer-selling help!



Make '50 pay—the Frostofold way! Line up now with nationally advertised, consumer-preferred Frostofold! Order one or more Assorted Cases today—through leading appliance distributors, jobbers—or write direct to—

FROSTOFOLD

THE INTERSTATE FOLDING BOX COMPANY
Middletown, Ohio

How to Ruin a Freezer

CONTINUED FROM PAGE 71

by pails of water heated by an electric element. Hot stones were used, hot flat irons, hot soap stones, hot electric plates. Some used an electric fan to speed the loosening of the ice.

Everything But Sandpaper

Then there were the users that scraped—with putty knives, with table knives, with spatulas, with pancake turners, with wire brushes, pieces of wood, plastic scrapers, wooden paddles, and rubber spatulas. Some scraped with toy garden tools.

Some sucked up the frost from the bottom of the freezer with a vacuum cleaner; some sopped it up with bath towels and sponges. Other swept it up with a toy broom and dustpan. Some caught the frost as it fell on newspapers (here is where the New York Times came in). Some let the frost melt and siphoned it out. One user just crawled into the freezer at defrosting time and set to work.

Manufacturers questioned about these defrosting methods were agreed that anything that concentrates heat on a small area is harmful to a freezer. If air is used to loosen frost, it should be cool air—the room-temperature air of an electric fan directed on the surface to be scraped, or cool air from an electric hair dryer played by hand over the ice surface. If water is used, it should be cool or cold—not hot or boiling. Some manufacturers pointed out that it might be difficult to prevent even cool water from harming some freezers because of the possibility of its getting into the insulation. Also, every drop of water that goes into a freezer must come out again. Unless the freezer has a drain, and few have, work is added by using water.

Scraping is approved by manufacturers. Frequent scraping of frost before it becomes ice is urged. Scraping frost (de-frosting) is not difficult; de-icing requires a major operation. Scraping tools must be dull with no sharp corners. Sharp tools may mar the surface appearance even if they do not cause positive harm.

When to Defrost

The time to defrost is as the frost forms. Frost on the breaker strip or around the doors is quickly removed in a few seconds when removing food from the freezer. Hinges or latches that need tightening, a warped door or defective gaskets may be the cause of this frost. To remove frost within the freezer, shift the packages to get at the areas to be scraped, spread papers or a cloth to catch the frost and scrape with the dull tool.

Once a year a freezer should be thoroughly cleaned. The logical time is between seasons or when the food supply is at a minimum. This is a good time to take stock, to find the packages that have been mislaid, to bring the inventory up to date, and to make a place for the new food supply. Remove the food from the freezer. Pack it in an airtight box heavily lined with papers or other insulation. Disconnect the freezer by turning the switch or pulling the plug. Cover the bottom of the freezer with paper or cardboard on which to catch the frost. Scrape, using, if you please, cool air to loosen the frost. To complete cleaning and remove odors, wash the freezer with a solution of several tablespoons of baking soda in one quart of water (the water may be warm). Soap or

(Continued on page 212)



"REMEMBER THOSE NICE QUIET SATURDAY AFTERNOONS WHEN WE USED TO SEND THEM ALL TO THE MOVIES?"



Measure Your Market with Dynamic New *Preway* Electric Ranges

Your greatest opportunity
today to increase sales
and profits.

The Preway line of electric ranges is the most intensive sales package that has ever been presented to the appliance market. That's a very strong statement, but a well-considered one . . . for from back rail controls to recessed toe base, these porcelain enameled ranges are keyed to features that create sales. Preway offers you top quality construction, like Turtle & Kift burners, automatic oven controls, etc., that are identical or better than that of others — yet only Prentiss Wabers knows how to produce ranges like these at prices that America wants.

This short but complete line of three low bracket models is ready now — ready to help you punch your competition groggy at your usual per cent of profit. Better have a look at the full story. Wire or write today.

PRENTISS WABERS PRODUCTS CO.

9350 SECOND STREET, N.,

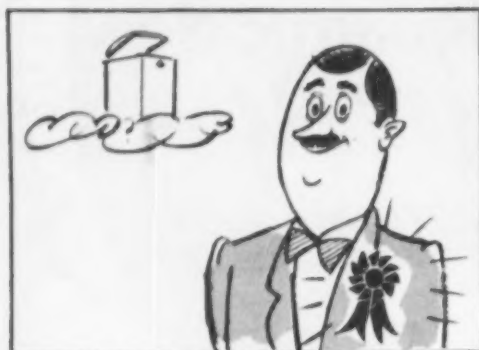
WISCONSIN RAPIDS, WIS.



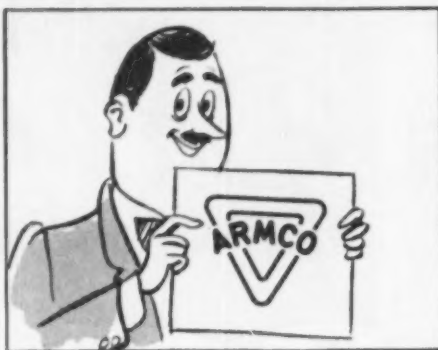
Compare Preway gas ranges with the electric line in style and quality features. They're attractive in price, too . . . a short line of four models that leads to sales and profits.



How Jim gets extra business when he sells dishwashers



1 "Star salesman Jim just won a prize. He talked dishwashers to the skies."



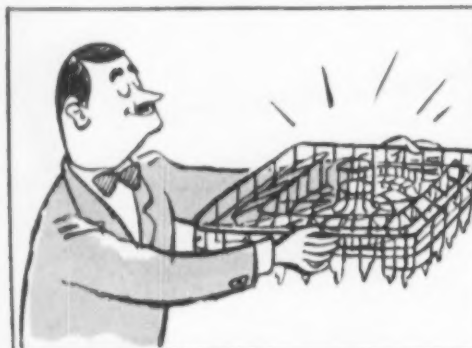
2 "My selling line is Armco Steels—Those special-purpose grades close deals!"



3 "Porcelain enamel white as snow. Cleans with ease, no stains to show."



4 "They have Cold-Rolled PAINTROP casings, too. The paint looks fine and stays like new!"



5 "The clincher is the stainless rack. Gleaming bright—and rustless, Mac!"



6 "To move these babies—let them see—Talk Armco Steels from A to Z!"

AFTER Jim sells dishwashers to folks, they come back for other appliances. And when they do, they want to know where Armco Steels are used in them. That's because Jim took the trouble to explain that Armco Special-Purpose Steels made the dishwashers a better buy—gave them

longer wear and cut replacement costs.

Ask your suppliers to tell you where Armco extra-quality steels are used in the products you sell. The public knows and wants top quality. So take a tip from Jim, and let the famous Armco trademark help make sales and win buying friends for you.

ARMCO STEEL CORPORATION

50 CURTIS STREET, MIDDLETOWN, OHIO, WITH PLANTS AND SALES OFFICES FROM COAST TO COAST • THE ARMCO INTERNATIONAL CORPORATION, WORLD-WIDE



How to Ruin a Freezer

—CONTINUED FROM PAGE 210—

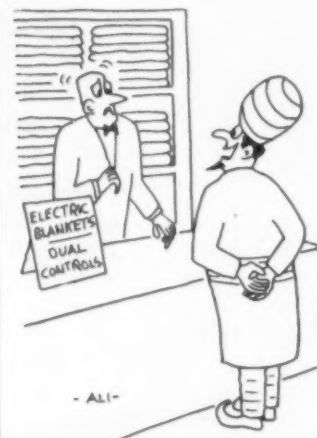
caustic solutions should not be used. Dry the freezer thoroughly—the fan is useful for this. Turn on the power for at least one-half hour before returning the food. This raises the temperature to receive the food and insures against an absent-minded defroster who may forget to turn the freezer on again.

It is the responsibility of the manufacturer to prepare directions for defrosting his particular freezer. The method must be as easily and as quickly done as is possible and harmless to the equipment. Warnings against harmful short cuts might be advisable.

Dealer Responsibility

The dealer has a responsibility too. The care of the freezer, including directions for defrosting, should be explained to the user when the freezer is installed. It is not enough for a booklet to be placed in the freezer (though some manufacturers even fail to do this). Attention should be called to the essential details of freezer care. Directions must be easy to read and easy to follow. They should be at hand. Too often a booklet is put away to await a convenient reading time that never comes. It is frequently misplaced or lost completely. Directions for freezer care might be on the freezer itself—baked into the enamel finish or on a printed card held fast with an enduring glue.

Questions families usually ask about defrosting are: Why defrost? Is defrosting necessary? When is the best time to defrost? How do you know when a freezer needs defrosting? What do you do with the stored food? How can you defrost quickly and easily and not harm the freezer? All but the final question could be discussed in the booklet that comes with the freezer. The answer to the final question should be close to the freezer—so close as to be a part of it. *End*



- ALL -

"HAVE YOU ANY WITH QUINTUPLE CONTROLS?"

Meck *Exclusive*

TELEVISION plus RADIO Combinations

BIG PROFITS FOR DEALERS



AM RADIO
Television
12½" tube
\$239⁹⁰

If you know your merchandising you know this is it . . . big screen television with that extra sensitivity for clear reception in fringe areas and difficult locations AND AM radio. Beautiful mahogany cabinet . . . built-in antenna . . . low price. Model XQR

TV-AM and PHONO COMBINATIONS, too

Lowest retail prices on proven television . . . tops for dealer discounts, these full-size mahogany consoles offer 12½" or 16" television, AM radio in combination with automatic phonograph. Includes built-in antenna. Model XRPS, 12½" TV Combination, retail \$299.90.

Model XSPS
16" TV Combination **\$339⁹⁰**
Retail price only . . .

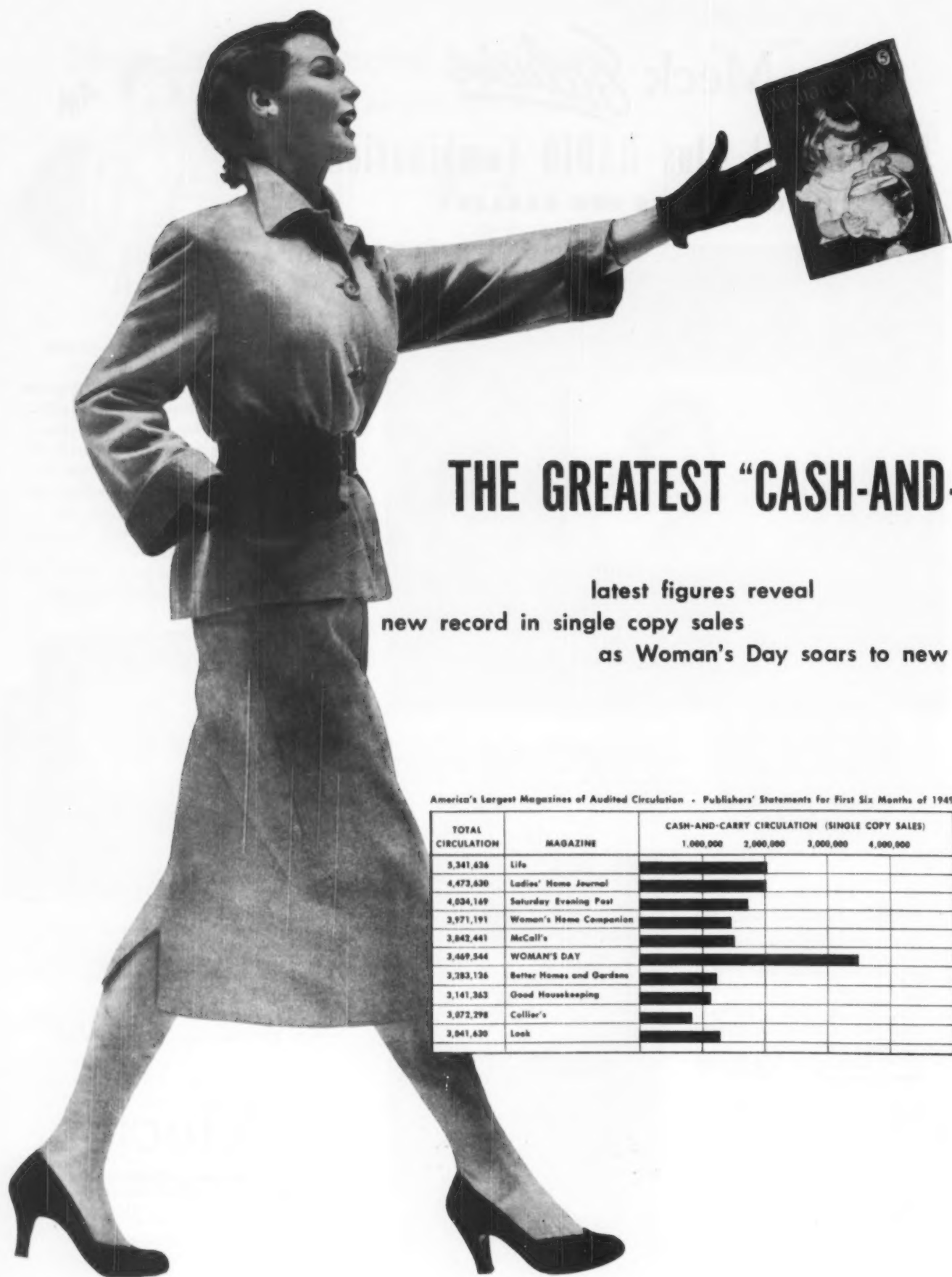


For those who want giant screen television in a tabletop model . . . here it is including that big merchandising bonus . . . AM radio. Features huge 145 sq. inch screen, 16" tube, built-in antenna and rich hand-rubbed mahogany cabinet.

Model XTR **\$269⁹⁰**
Retail price only

Meck

ISO-RAMIC TELEVISION
JOHN MECK INDUSTRIES, INC.
Plymouth, Indiana



THE GREATEST "CASH-AND-

latest figures reveal
new record in single copy sales
as Woman's Day soars to new

America's Largest Magazines of Audited Circulation - Publishers' Statements for First Six Months of 1949

TOTAL CIRCULATION	MAGAZINE	CASH-AND-CARRY CIRCULATION (SINGLE COPY SALES)			
		1,000,000	2,000,000	3,000,000	4,000,000
5,341,636	Life				
4,473,630	Ladies' Home Journal				
4,034,169	Saturday Evening Post				
3,971,191	Woman's Home Companion				
3,842,441	McCall's				
3,469,544	WOMAN'S DAY				
3,383,136	Better Homes and Gardens				
3,141,363	Good Housekeeping				
3,072,298	Collier's				
3,041,630	Look				



CARRY CIRCULATION" OF ALL MAGAZINES

heights

Single copy sales are the cream of magazine circulation because they are buyer-initiated. No premiums or pressures, no "song-and-dance," no special inducements bring these sales in. The single copy sale reflects the reader's desire to buy, rather than the publisher's desire to sell.

WHAT DO WE MEAN BY "CASH"? Cash is ready money . . . money the shopper is ready and able to spend to satisfy her immediate needs. Cash is what makes a woman say in one breath, "I want it" and in the next, "I've got it."

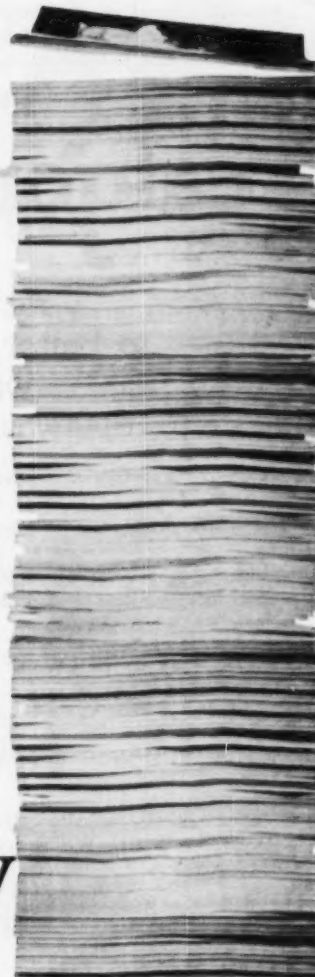
WHAT DO WE MEAN BY "CARRY"? Carry means on the go, out in the market. It is circulation that's decidedly not dead, sick, moved, disinterested, or too busy to read. Single copy customers are not only up and around. They're eager to buy . . . and that goes for products too.

"CASH-AND-CARRY" . . . YOUR MOST VALUABLE CIRCULATION. Cash-and-carry magazine sales represent "live" money from "live" customers . . . the richest potential for your product. The entire circulation of Woman's Day is made up of these sales . . . and Woman's Day tops all the other leading magazines in "cash-and-carry circulation."

With the December 1949 issue, Woman's Day hit a new high of over 3,830,000 — the largest single copy sale of any audited magazine in the world. And the picture for 1950 is healthy. First quarter figures show an 8.4% increase in lineage and a 13.6% increase in revenue . . . the greatest number of editorial pages, the greatest number of advertising pages ever bought in Woman's Day history.

Woman's Day

on sale at all A & P Food Stores—5¢



calgon*



magic key
to better clothes-washing
with the
washer you sell!...

Calgon — the wonder water Normalizer*—locks up the minerals in water and soil — prevents them from blocking the washing action. Calgon banishes washing film. Calgon helps even the best clothes washers — the washing machines you sell — do their best work.

No wonder the most important manufacturers of standard and automatic clothes washing machines specifically recommend Calgon!

2-WAY PROFITS when you stock and sell **CALGON!**

1. WASHING MACHINES YOU SELL STAY SOLD WHEN YOUR CUSTOMER USES CALGON! No kicks. No complaints. No unnecessary profit-eating service calls. Your washing machine gives real satisfaction when your customer adds Calgon to the water.
2. PROFIT — TURNOVER — TRAFFIC — Calgon is consumed . . . used up . . . bringing customers back to your store. And remember . . . Calgon advertising in national magazines and leading newspapers pre-sells Calgon 80 million times a month!

calgonite*



magic key
to better dishwashing
with the
dishwasher you sell!...

Only Calgonite contains Calgon. Dishes come clean from the dishwashers you sell when your customer uses Calgonite — a blend of Calgon and active detergents developed especially for mechanical dishwashing.

Leading dishwasher manufacturers specifically recommend Calgonite . . . the product that permitted home dishwasher sales to move forward.

2-WAY PROFITS when you stock and sell **CALGONITE!**

1. PROFITS FROM CALGONITE SALES . . . AND REPEAT SALES!
2. MORE PROFITS BECAUSE THE DISHWASHERS YOU SELL STAY SOLD WHEN YOUR CUSTOMERS USE CALGONITE!

*T. M. Reg. U. S. Pat. Off.

Write for literature on Calgon and Calgonite . . .

CALGON, INC., HAGAN BLDG., PITTSBURGH 30, PA.

NEW POSITIONS

Deepfreeze Division Motor Products Corp.



L. J. SORENSON



BEN G. SANDERSON

Deepfreeze division of Motor Products Corp. has announced a major realignment of executive personnel following the resignation of three officials.

L. J. Sorenson, for two and a half years treasurer and controller of Motor Products Corp., the parent company, has replaced G. H. Smith as vice-president and general manager of Deepfreeze.

Ben G. Sanderson has succeeded G. F. Weisenbach as general sales manager. Mr. Sanderson was formerly western regional manager and more recently was manager of refrigerator sales.

Lester O. Braun has succeeded R. V. Newbell as home freezer sales manager. Mr. Sanderson has been succeeded as refrigerator sales manager by Peter R. Lowcher. F. L. Sacha has been named as range and water heater sales manager.

David A. Barbour has succeeded Mr. Lowcher as New York district sales manager.

Carrier Corp.



O. W. BYNUM

O. W. Bynum has been elected a vice-president of Carrier Corp. and made head of the firm's sales division, succeeding Arthur P. Shanklin who has been placed in charge of its staff division. Mr. Bynum was made general sales manager early in 1949 after serving in engineering, sales and management capacities in the South and Middle West. He joined Carrier in 1930.

Guy C. Stoltz has been appointed Houston dealer branch manager for Carrier. He was formerly manager of the firm's Detroit branch office.

Roberts & Mander Corp.

Charles C. James has been elected president of Roberts and Mander Corp., manufacturers of Quality ranges, succeeding Henry S. Minsster who has resigned. Mr. James will also serve as treasurer of the company, succeeding William A. Jaeger who is also retiring.

Mitchell Mfg. Co.

Robert J. Flanagan has been made advertising and sales promotion manager of the Mitchell Mfg. Co. succeeding Armand S. Zucker, who has taken over the newly created post of director of design and development.

New Deepfreeze Appointees



P. R. LOWCHER



F. L. SACHA



L. O. BRAUN



that sells water heaters

You have a silent selling staff that isn't even on your payroll—yet you can put it to work for you. These "salesmen" are appliances, not people, and they can help you sell a lot of Electric Water Heaters if you'll use their services. These "salesmen" are the electric clothes washer, electric dishwasher, electric range, and electric clothes dryer.

To take advantage of them, here's all you need do: Every clothes washer or dishwasher

you sell makes an A-1 water heater prospect out of the purchaser. Without plenty of hot water, neither can do a good job. So be sure to ask what type and size of water heater your washer customer now has in her home.

Every time you put in an electric range or clothes dryer, *that* home then has a 3-wire service, making it a simple matter to sell and install an Electric Water Heater.

Even if you don't make the water heater

sale at the time you sell the other appliances, put each customer who buys them on your "hot" water heater prospect list, and follow up frequently. You'll be surprised to find how easy it is to sell an Electric Water Heater, and how many actual sales result from this approach.

The job is made still easier by the fact that people *want* electric hot water. Industry figures and surveys show that.

SELL ELECTRIC WATER HEATERS

They're what people want!

ELECTRIC WATER HEATER SECTION—National Electrical Manufacturers Association, 155 East 44th Street, New York 17, N. Y.

ALLCRAFT • BAUER • BRADFORD • CROSLY • FAIRBANKS-MORSE • FOWLER • FRIGIDAIRE • GENERAL ELECTRIC
HOTPOINT • HOTSTREAM • JOHN WOOD • KELVINATOR • LAWSON • MERTLAND • MONARCH • MORGE • PEMCO • REX
RHEEM • SELECTRIC • SEPCO • A. O. SMITH • THERMOGRAY • TOASTMASTER • UNIVERSAL • WESIX • WESTINGHOUSE



NEW POSITIONS

Radio Corp. of America

Five executives of the RCA Victor division have been elected vice-presidents of the Radio Corp. of America. They are: Henry G. Baker, general manager of the home instrument department; Richard T. Orth, general manager of the tube department; John S. Carter, director of the finance department; Paul A. Barkmeier, general manager of the record department and Harold R. Maag, western manager of the RCA Victor division.

Coolerator Co.



WILLIAM J. HELT

Realignment of the Coolerator sales organization to promote more specialty sales contact and to increase field promotion activities has been announced. William J. Helt has been appointed national range sales manager. He was formerly president of Appliance Distributors, Inc., Indianapolis.

Fred C. Margolf has been named district manager for the eastern seaboard territory replacing George D. Morton who has resigned to become a Coolerator distributor in Knoxville, Tenn. Mr. Margolf was formerly general manager for a Washington, D. C., appliance distributorship and prior to that was a national product sales manager for Hotpoint, Inc.

William A. Costello, former Coolerator sales promotion manager has been made Coolerator district representative for the east central territory with headquarters in Cincinnati.

Minneapolis-Honeywell Regulator Co.

Herbert D. Bissell has been appointed executive in charge of the advertising, sales promotion and merchandising departments of Minneapolis-Honeywell Regulator Co. He was formerly general advertising manager of the Electric Auto-Lite Co.

Capehart-Farnsworth Corp.

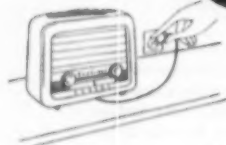
Gordon C. Knight, a management engineer, has joined Capehart-Farnsworth Corp. as administrative assistant to the president.



All-around smash hit. Plug-in plus battery. Price that closed Model 311. Four sales compelling colors.

REACH! Here's D-X and clarity that are brand-new in a portable... plus LOOKS, plus PRICE! Three gang-R, F. in two beautiful colors. Model 312.

This **is it** in Portables for '50!



look to Sentinel for
up-to-the minute
fast selling
TELEVISION,
too

There's a BIG season ahead in portables. And NOW is the time to get ready—to get off to a flying start—with these two new Sentinel honeys. Outstanding in appearance, price and performance.

And these two beauties are far ahead of those famous Sentinel sales Sensations of the past.

Get in touch now with your Sentinel Distributor! He has all the story for you on the Sentinel full line of Table Models and Television, too.

Sentinel

RADIO AND TELEVISION

Evanston, Illinois

"THIRSTY WATER"



Makes PERFECT Sheldon Picture Tube Screens!

First, the inside face of the glass blank gets an acid wash; then it is rinsed with water. Next, the inside face is given a caustic wash and rinsed with water. *As the final step*, the inside face is given a rinse with a high pressure stream of "thirsty water" for several minutes.

"Thirsty water" is water from which all MINERALS and FOREIGN SUBSTANCES have been removed by special equipment and techniques in our plant. It is so pure that it becomes "hungry" or "thirsty" to re-absorb these foreign substances. The use of "thirsty water" leaves the inside surface of the glass blank bacteriolog-

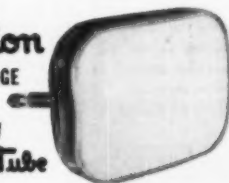
ically clean and medically sterile. The inside surface is now PRIMED to receive the phosphor-coating.

This clean, sterile surface when coated with the phosphor coating, produces a uniformly perfect screen without blemishes.

During the coating process, every known precaution is taken against contamination. The rooms in which the tubes are coated are temperature-controlled, air-conditioned and kept dust-free . . . this assures the consistently perfect screens of Sheldon "Telegenic" Picture Tubes.

Sheldon
NATURAL IMAGE

SOFT GLOW
Picture Tube



WRITE for Descriptive Literature on these NEW All-Glass Tubes:
10", 12½" and 16" Velour Black • • • 16" 52° Deflection Angle,
interchangeable with glass-metal 16AP4 • • • 16" Rectangular •
16YP4 70° Deflection Angle, interchangeable with glass-metal 16GP4 •
Short 16" 70° Deflection Angle, 17½" overall • • • 19" 70° Deflection Angle •
NEW Rectangular 14BP4 • • • NEW 19AP4 and 19AP4A Glass-Metal •

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.

68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: CHICAGO 7, ILL., 426 S. Clinton St. LOS ANGELES 6, CAL., 2559 W. Pico Blvd.

SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMP HOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS

→ VISIT THE SHELDON BOOTH NO. 201, PARTS DISTRIBUTOR SHOW, MAY 22-25, STEVENS HOTEL, CHICAGO ←

A Noteworthy Addition to the Complete
Myers Line of Water Supply Equipment...

MYERS Elgin

water
softener

...to put you up-front
in a fast-moving market!

Introduction of MYERS-Elgin Water Softeners rounds out today's most complete, most wanted line of water supply equipment. And it's your ticket to a "front-row-center seat" in a highly potential, highly profitable market! Because SOFT WATER is the order of the day for more and more Americans. Makers of world-famous MYERS Water Systems have met the need—in a fully developed line of top-quality Water Softeners—remarkably efficient units with advantages that assure remarkable sales results!

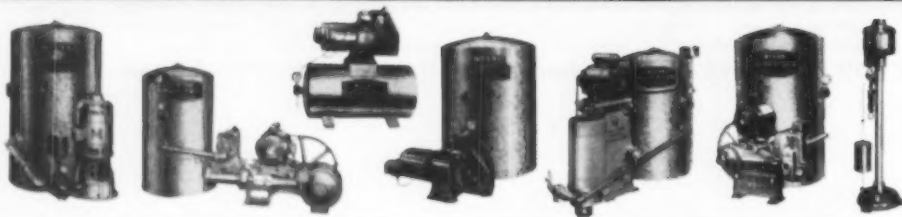
Features Never Before Combined

Once installed, the MYERS-Elgin owner himself easily regenerates the softener. MYERS-Elgin design eliminates gravel bed, allowing 44% more mineral capacity than comparative sizes of other makes. This means both longer periods between regenerating cycles and more soft water per dollar invested in equipment—a real clincher when it comes to making sales. MYERS-Elgin construction prevents loss of Zeolite, thus assuring full original softening capacity throughout the long life of the equipment. Both mineral and brine tank are constructed of heavy galvanized steel—finished with two coats baked white enamel. Accompanying this complete line are complete merchandising plans, ready for you to go into action. Write today for full details.



THE F. E.
MYERS & BRO. CO.
Dept. S-37, Ashland, Ohio

More of the many fast-selling MYERS products



Simple, foolproof
—one valve does it all!



When hard water exhausts the softening capacity of the Zeolite, the owner simply turns the HYDROSWITCH clockwise to successive positions, according to simple directions, and full softening capacity of the unit is again restored.

Water hardness varies in different localities. MYERS-Elgin provides various kinds of Zeolite to match these conditions. Where turbidity, sediment, odor or taste are present, special conditioners are available to solve the difficulty. The MYERS-Elgin line is complete to the last detail.

A line and a policy that spell real profits—backed by aggressive consumer-sales assistance! Dealer information on request. Write us TODAY.

NEW POSITIONS

Thor Corp.



M. ROBERT WILSON

M. Robert Wilson has been appointed general sales manager for Thor Corp. He had been president of Mason-Wilson, Inc., sales consulting firm, and prior to that had been sales manager of the special accounts division, Ekco Products Co.

A. J. Lopez has been named district sales manager for Thor in the southwest. His headquarters will be in Dallas. He was formerly with Hamilton Mfg. Co.

Murray Corp. of America



MALCOLM LUND

Malcolm Lund has been appointed advertising and sales promotion manager of the home appliance division of the Murray Corp. of America. Mr. Lund formerly was an account executive with Young & Rubicam, Inc., and director of advertising and sales promotion for United Wallpaper, Inc.

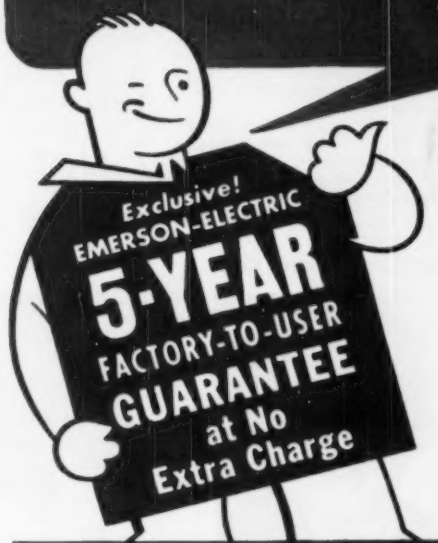
Charles M. Campbell, formerly with Perfex Corp., has been appointed assistant contract sales manager for the Murray home appliance division and will assist Hodge Morgan, who is in charge of contract sales for the firm's appliance lines.

Murray Corp. has also announced the appointment of three regional managers for its home appliance division. T. L. Craig, formerly branch manager with Electrolux in Birmingham, Ala., will be in charge of the southeast region with headquarters in Birmingham. D. B. Jones, formerly with Evans Products Co., will be eastern regional sales manager with headquarters in Scranton. Larry E. Coen will be sales manager of the region with headquarters in Chicago. He was formerly with American Central division of Avco Mfg. Corp.

Extra! Extra! Reduced Prices for '50 on

EMERSON-ELECTRIC WINDOW FANS

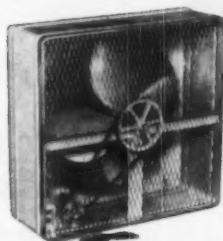
...and in addition,
now backed by this famous sales-boosting 5-year guarantee



Here's real *value* for your customers . . . that means real *volume* for *you*! In stepping up production, Emerson-Electric has pared window fan prices to the bone . . . *important* reductions, ranging up to \$20 per unit under last year's lists! And on an up-and-coming line of top-quality, newly-improved models . . . now backed by an extra sales-clincher—the famous Emerson-Electric 5-Year Guarantee! Savings on other fans, too. Get the *full* story now on Emerson-Electric's great 60th Anniversary Fan SELLebration, including national advertising and free merchandising helps for America's most complete and most popular fan line! Contact your nearest Authorized Emerson-Electric Wholesaler, or write for Catalog No. 607.

Improved 2-speed, 16-inch window fan

with carrying handle and adjustable panels. Can be used as daytime air circulator. Has removable protective guard on discharge side. Lists at \$44.50. Powerful 20-inch model, \$64.50 list.

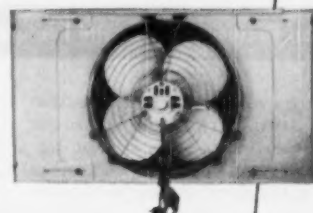


Belt-Drive Window Fan

has two speeds, perfectly balanced blades, quiet rubber-mounted motor; finished in lustrous ivory enamel. Available in 24- and 30-inch blade sizes, now listing at \$84.50 and \$94.50.

New! A sure sales winner! EMERSON JUNIOR WINDOW FAN

It's the hottest budget fan value Emerson-Electric ever offered! Equipped with powerful, dependable single-speed Emerson-Electric motor, and quiet-type 16-inch overlapping blades. One year Factory-to-User Guarantee. Complete with grille and adjustable panels, beautifully finished in ivory enamel . . . and priced at just \$34.95.



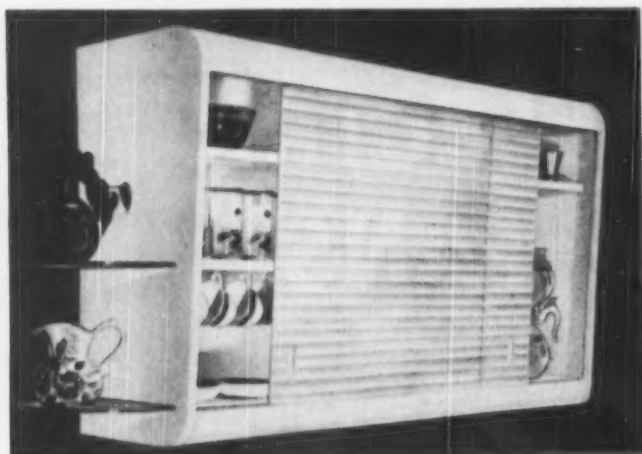
EMERSON ELECTRIC
MOTORS - FANS APPLIANCES

THE EMERSON ELECTRIC MFG. CO.
St. Louis 21, Mo.

A "MUST" FOR EVERY KITCHEN—

Pantryette®

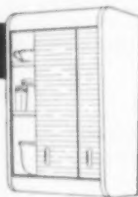
A YEAR-ROUND PROFIT BUILDER FOR YOU



Every kitchen in your community needs one or more PANTRYETTES—every customer is a prospect. These beautifully styled, all-steel wall cabinets with *sliding glass doors* sell on sight to women who want beauty and high utility in the kitchen. PANTRYETTES are year-round volume and profit builders. Sell them separately—or as a moderate-cost extra when selling a range, sink, refrigerator or other kitchen equipment.

Hangs Like a Picture . . .

PANTRYETTE is easy to install. It "hangs like a picture"—and is handsome as a picture on *any* wall. Placed above base cabinets or sinks, or elsewhere in the kitchen, PANTRYETTES provide storage space in the most convenient locations.



Wide Range of Sizes . . .

There's a PANTRYETTE to fit any kitchen wall space wider than 18 inches. Three-shelf models (30" high) come in 18", 24", 42", 54" and 66" widths; single-shelf models (18" high) in 36" and 40" widths.

TOTALITE—an Exclusive Pantryette Feature

The fluorescent TOTALITE fixture, recessed into bottom of PANTRYETTE, throws shadow-free light onto work surface below and into cabinet interior above. Outlets provided for plugging-in small appliances; separate on-off switch for lights.



**Only MORTON makes Pantryettes—
only MORTON dealers sell them**

**MORTON
MANUFACTURING COMPANY**
8125 West Lake Street, Chicago 44, Ill.



NEW POSITIONS

Lyon Metal Products, Inc.



EARL D. POWER



H. B. SPACKMAN



J. M. OLESEN

Earl D. Power has been elected chairman of the board and H. B. Spackman has been named to succeed him as president of Lyon Metal Products, Inc. Mr. Power will continue to be the active chief executive officer of the company. Mr. Spackman will supervise the sales, production, development and engineering divisions.

J. M. Olesen, who has been with the firm since 1929, has been named general sales manager. Most recently he has been manager of the steel equipment department.

the Wilder Mfg. Corp., has been appointed assistant manager of the Westinghouse home radio division with responsibility for engineering and manufacturing of television and radio receivers.

Bendix Radio & Television

The new firm of H. J. Sommer Co., has been organized to serve as district merchandiser for Bendix television and radio serving the eastern Pennsylvania, Delaware and southern New Jersey territory.

Westinghouse Electric Corp.



BURT S. BURKE

Burt S. Burke has been appointed manager of the lighting division of the Westinghouse Electric Corp. He was formerly manager of the company's switchgear distribution apparatus department and has been with Westinghouse for 27 years.

Three new sales divisions of the middle Atlantic district have been formed. Harry A. Croasdale will head the Penn-Jersey lamp sales division; Edward S. Barrington will be in charge of the Chesapeake division while John C. Downing will head the Virginia division.

Three new sales units within the firm's central district have also been announced. Ray C. Daugherty will head the Pennsylvania-Ohio lamp sales division. Harry A. Kinley will be in charge of the Michigan division while Howard J. Thomas will be manager of the Ohio Valley division.

Harold W. Larson has been named manager of a newly-created Omaha lamp sales division.

A. George Rogers, formerly with the Radionic Products division of



WAIT..
till he sees what
Westinghouse
is going to..

SPRING
THIS
Spring!
on Laundromat
on Clothes Dryer!

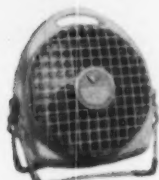
See big announcement in April
Electrical Merchandising
Electrical Dealer
Retailing Daily
and other trade papers

NEW!

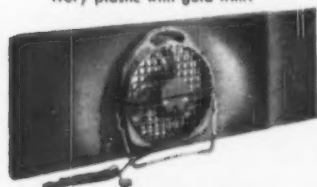
1950 FRESH'ND-AIRE LINE! 1950 MERCHANDISING PLAN!



Floor Circulator. Delivers maximum cool, draft-free circulation, quietly. Perfect safety for children and pets. In two-tone neutral gray and yellow plastic. Scuff-proof and stain-resistant.



Compact Fanette. Four new Models. Powerful! Portable! Attractive modern safe design! Standard 8" and 10" models—cool green plastic! Gift models—ivory plastic with gold trim!



3 Way Combination Window Fan. Another versatile Fresh'nd-Aire model. Wonderful as an intake or exhaust fan; may be removed from the bracket for use anywhere! Fits any window without installation.



Handy Heaterette. Combination fan and full 1320 watt heater. Ideal for year round use. Changeable with the weather—blows hot or cold. Also an ideal hair dryer.



Versatile Floor Circulator. For use on floor, table or in window! Designed in smart, brown plastic to blend with furniture.



Full color Fan Department

**Order this basic planned inventory!
Get these profitable advantages!**

- Full color Fresh'nd-Aire counter selling station—illustrated above!
- Maximum traffic appliance discounts!
- Hard-hitting retail ads!
- Backing of national advertising in Time Magazine!

Basic Fresh'nd-Aire planned inventory—Figure out the profit for yourself

Quantity	Description	Total Retail Value Tax Incl.	Dealer's Cost Tax Incl.
4	Model 80 Fanettes	\$ 47.80	\$29.60
2	Model 100—10" Fanettes	33.90	20.98
2	Model 80 DX, DeLuxe Fanettes	25.90	16.04
1	Model 100 DX, DeLuxe 10" Fanettes	17.95	11.11
1	Model 1320 Heaterette Combination Heater and Fan	14.95	9.25
1	Model W800 3-Way Combination Window Fan	16.50	10.22
		Total Retail Value	Total Dealer's Cost
		\$157.00	\$97.20

Dealer's profit \$59.80 (a full 40% discount) + \$6.50 display FREE

Order through your distributor as Deal No. 1390

FRESH'ND-AIRE COMPANY

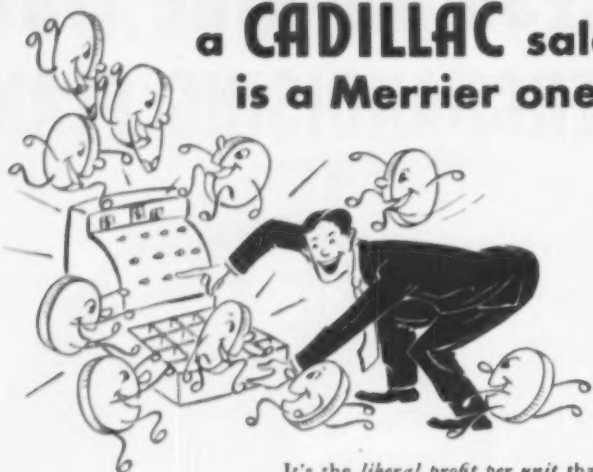
makers of famous FRESH'ND-AIRE Custom Chrome Electric Air Circulators

221 North LaSalle Street • DIVISION OF CORY CORPORATION • Chicago 1, Illinois



by a wide margin of profit...

**a CADILLAC sale
is a Merrier one!**



It's the liberal profit per unit that makes the Cadillac line your best bet for increased gross dollar profits.

Investigate the plus factors that give Cadillac dealers the edge on competition. Then sell Cadillac, the line that pulls in more profit from your sales effort. Write for complete information about our dealer setup—today. You'll make more with the "dirt-hungry four."

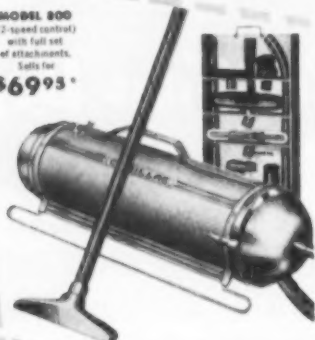
Four models. Priced to fit every purse.

Month in, month out, National Advertising in leading magazines pre-sells home-makers on Cadillac's fast, thorough cleaning. Cash in on the built-up demand for Cadillac now!

De Luxe Model 143-B
(2-speed control)
Sells for
\$59.95*
With full set of
attachments
\$74.45*



MODEL 900
(2-speed control)
with full set
of attachments.
Sells for
\$69.95*



MODEL 301
(single speed)
including attach-
ments shown,
sells for
\$49.95*



MODEL 123
(single speed)
including 5 attach-
ments, sells for
\$49.95*



* Slightly more than of Rockline

CADILLAC
Revolving Brush and Cylinder
VACUUM CLEANERS

CLEMENTS MFG. CO.

Dept. B, 6666 S. Narragansett Ave., Chicago 38, Ill.

Since 1917, sold only by reliable dealers and distributors.

NEW POSITIONS

Silex Co.



MONROE G. SMITH



FRANK E. WOLCOTT

Noblitt-Sparks Industries, Inc.



PAUL W. TANNER



GLENN MILLS

Monroe G. Smith has been made general manager of the Silex Co. and Frank E. Wolcott has been appointed general sales manager. These appointments were made following the death of Louis S. Chick, president of the firm. Mr. Smith was formerly treasurer of Plastics Mfrs., Inc. while Mr. Wolcott was formerly president and chairman of the board of directors of Silex.

Reassignment of sales, merchandising and promotion personnel of the Arvin division, Noblitt-Sparks Industries, Inc., has been announced. Paul W. Tanner, formerly appliance sales manager, has been made merchandising manager for the radio and television division while Glenn Mills, formerly in the advertising department, will act as sales promotion manager of that division.

Leo Burns and Walden Johansen have been made assistant sales managers of the Arvin electric housewares division.

Moe Light, Inc.

J. L. Hobart, former assistant to the vice-president, has been named sales manager for Moe Light, Inc. Six district merchandisers, David Brogue, E. A. Lea, S. B. Levaure, William Tierney, Roy W. Vershure and Gene Vonderscher have been made district managers. Two sales representatives, Dale Gunther and W. T. Tilley, were promoted to district merchandisers.

John Anderson, formerly advertising manager of Manning-Bowman Co., has joined the Arvin advertising department.

The Arvin field force handling electric housewares sales has been announced by Gordon T. Ritter, director of sales for the electric housewares division. Thomas E. Davis is taking over the south Atlantic and south central states. Themio Plakos will be in charge of Oregon, Washington, Montana, Utah, Wyoming and Idaho. Allen Wilkinson will be in charge of the mid-Atlantic states. Earle Rogers will handle Arizona, Nevada and California. Roger Aiman will be in charge of western New York, western Pennsylvania and West Virginia. Frank Schroeder will cover the central states. Richard Williams has added Minnesota, North and South Dakota, northern Wisconsin to his territory.

Speed Queen Corp.

Elwood Berkeley has joined the Simplex organization as sales representative and will cover the Philadelphia, Baltimore, Washington, Roanoke and Richmond distributing areas.

John Oster Mfg. Co.

Wayne Lorenz has been named sales representative in New York and northern New Jersey for the John Oster Mfg. Co. He was previously with Remington-Rand, Inc.

Electric Steam Radiator Corp.

Gladstone, Williams and Associates, Los Angeles, have been named factory representative for the Electric Steam Radiator Corp.

General Mills, Inc.



JOHN A. SULLIVAN

John A. Sullivan has been made marketing manager for General Mills home appliances. He served with General Mills when the firm was preparing its appliance merchandising organization and program and most recently has been with Jack and Heintz, Cleveland.

Two new district managers for General Mills appliances have been announced. Frederick J. Wood will be in charge of the New York metropolitan district while Sanford Wiedenmeyer has been named to head the newly formed Jersey-mid-Hudson district.

General Electric Co.

Charles M. Rowland has been appointed local manager of appliance sales for General Electric in Los Angeles. He was most recently sales manager of the company's packaged commercial refrigeration division.

American Central division Avco Mfg. Corp.

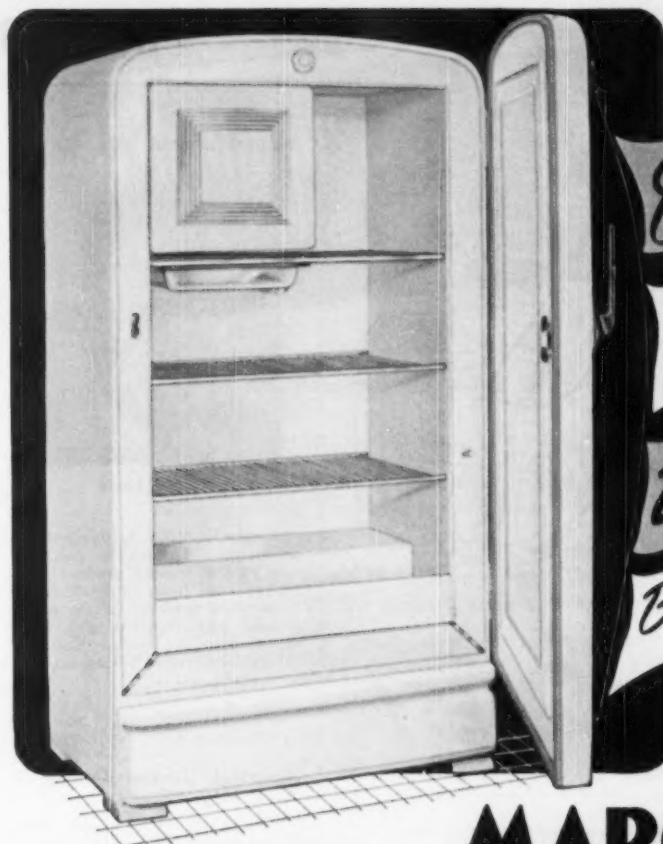


HAROLD E. FERRIS

Harold E. Ferris has been appointed manager of field sales for American Kitchens. He will be directly in charge of four new regional offices and responsible for national product distribution. Prior to joining American Central he had been general manager of Stubbs Electric Co., Portland, Ore., distributor.

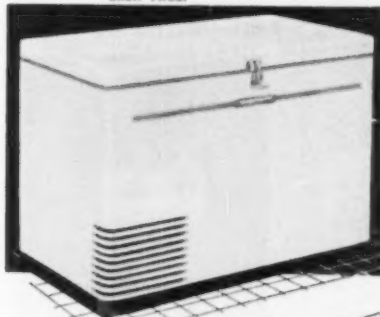
Roy S. Gallagher and John E. Bogan have been named regional managers for American Kitchens' southern and central regions respectively. Mr. Gallagher's headquarters will be in Atlanta, Mr. Bogan's in Chicago.

Dale Mikesell has been named Cleveland district sales manager for American Kitchens.



BUDGETEER SELLING FEATURES

28 Lb. "U" Type Freezer . . . 28 pounds of Frozen Food plus "Pop-Out" Aluminum trays with 28 Ice Cubes.
Roll-A-Grip Latch . . . opens with gentle pull, closes tightly, automatically, and silently with fingertip pressure.
Full-Width 20 Qt. Fruit Storage Bin . . . Keeps Fruits and Vegetables fresh and cold under full refrigeration.
Tecumseh Compressor . . . Small in size, a Giant in Performance! Hermetically Sealed, Permanently Lubricated. Most Economical and Quietest ever developed!
Other Features . . . Meat Saver Tray, 7 position Cold Control, 3-inch Fiberglass, DuPont Dulux finish and 11 sq. ft. Shelf Area.



MARQUETTE
Appliances



8½ cu. ft.

RETAILS at
LESS than \$200

28 Lb. FREEZER

Beautifully
Styled

MARQUETTE "Budgeteer"

Here it is! . . . a low cost, FULL SIZE 8½ cubic foot Marquette Refrigerator of the latest design. Compare six, seven and eight cubic foot competitive models . . . Foot for foot, you'll find the Marquette 8½ cu. ft. Budgeteer today's Best Refrigerator Value!

The Marquette Budgeteer features Full Door design and is completely refrigerated Top-to-Bottom. (There now are FIVE Marquette Refrigerators for you to sell).

Stock Up NOW—for the Greatest
MARQUETTE Freezer Sales in History!

Marquette 11½ and 16 cubic foot Freezers promise to be your "Best Sellers" for 1950. High food costs, and wide-spread distribution of packaged Frozen Food combine to make these larger models most attractive to customers who wish to take full advantage of quantity food buying . . . or for storing their own produce.

Sell the Complete Line of Marquette Freezers. Model 11.5B has a generous 460 pound capacity, Model 16B holds 640 pounds of Frozen Foods, Model 8B has 320 pound capacity, and the four cubic foot Model 4B has 160 pound capacity.

WRITE TODAY for complete information about
the QUALITY Line of Marquette Appliances.

MARQUETTE APPLIANCES, Inc.
Minneapolis 14, Minnesota



Put
your
finger
on these

APPLIANCE SALES!

Your big-profit appliance sales are right at your finger-tips when you use **DODGE REPORTS**. You get sales-making facts that show you the *active* prospects for appliances among —

**new apartment buildings, banks, hospitals,
schools, churches, theatres, homes, factories**

— in fact, every type of *new construction* where electrical appliances will be bought.

You are told **WHERE** to go . . . **WHO** to see . . . **WHAT** to talk about to get this business! And you can have this information for any area you specify, any type of construction, or any stage of the construction work.

THUS, with **DODGE REPORTS**, you can be first in the *right place* — at the *right time*; you know *who* is involved in each project (name of owner, architect, engineer, contractor) — *where* and *when* to contact proper individuals for presentation of your proposition.

DODGE REPORTS save you time, save you "leg work." They enable you to go straight to your active prospects with a sales talk based upon known facts — at the proper moment for effective results.

Let us show you, without obligation, how **DODGE REPORTS** can help you put your finger on appliance sales in the big-profit new construction market.



MAIL THIS COUPON

YES — I want to know about the profitable **Appliance Sales** in new construction. Without cost or obligation, show me how I can use **DODGE REPORTS** in my business.

Name _____

Firm _____

Address _____

F. W. DODGE CORPORATION

Construction News Division
119 West 40th Street, New York 18, N.Y.

(EM—3-50)



NEW POSITIONS

Apex Electrical Mfg. Co.



HENRY K. STRAW

Henry K. Straw, formerly director of sales training for the firm, has been appointed product sales manager for Apex automatic home laundry equipment. Previous to joining Apex he was with Firestone Tire & Rubber Co. and Kroger Grocery & Baking Co.

LaSalle Lighting Products, Inc.



R. C. PIPER, JR.

R. C. Piper, Jr., has been made sales manager of La Salle Lighting Products, Inc., and will have full charge of the marketing and sales promotion of the firm's wall lamps and heaters.

International Harvester Co.



JEANNE HOMM

Miss Jeanne Homm, former assistant director of International Harvester's home economics department, has been made director. She graduated from the University of Illinois and before joining International Harvester was with Ekco Products.

American Central division Avco Mfg. Corp.

Stanton E. Smalling has been named manager of the newly created builder sales department of the American Central Division, Avco Mfg. Corp. Increased sales of American kitchens to builders necessitated the organizational change.

Joseph E. Guertin has been made administrative assistant to F. F. Duggan, general sales manager for American Central. In addition to coordinating administrative details of the firm's sales departments, he will supervise market research and sales statistical activities.

Proctor Electric Co.



MARY R. RIEDEL

Mary R. Riedel has been named director of woman's activities for the Proctor Electric Co. For the past six years she has been director of the Proctor Information Center, the publicity and public relations department of the company. She will continue to direct this department.

Magnavox Co.

Franklyn B. Snyder has been named central district sales manager for the Magnavox Co. with headquarters in Pittsburgh. He replaces G. L. McGowen who becomes district sales manager of the Cleveland district.

Perfection Stove Co.

Six salesman have been added to the sales staffs of three Perfection districts. Robert A. Boyd and Edgar M. Hurd have been added to the Jersey City district. Phil J. Pearce and Arthur Harrison, Jr., will be in the Atlanta district while W. R. Heap, Jr., and W. F. Leusler joined the Kansas City district.

Zenith Radio Corp.

The demands of a rapid expansion in its volume of business have compelled Zenith Radio Corp. to reorganize its field sales organizations. The United States has been divided into six regions with a regional manager over each. District sales managers will report directly to the regional manager.

Ray L. Hoefler, previously district sales manager for the eastern seaboard, has been made New York regional manager. Edgar F. Lindgren, formerly district sales manager in the southeast, is in charge of the Atlanta zone. Hugh H. Boyer heads the Cleveland region while Irving H. Herriott is in charge of the Chicago office. James H. McKee, formerly district sales manager in the southwest, will head the Dallas region; Clarence Pagel, formerly California district sales manager, will be in charge of the San Francisco region.

Mullins Mfg. Co.

The Youngstown Kitchens field sales force has been organized into five territorial zones, each headed by a manager, with from two to five sales regions and regional sales manager under his jurisdiction. Named as zone sales managers are five former regional managers. They are Harry F. Howell, Philadelphia, Jack Purvis, Detroit, Morris D. Durham, Fort Worth, H. E. Counselman, Lake Elmo, Minn., and D. Eugene Parks, Los Angeles.

Appliance Mfg. Co.

H. J. Zehner and C. O. Nelson have been appointed district sales managers for the Appliance Mfg. Co. Mr. Zehner will handle western New York state and Mr. Nelson will have the Wisconsin territory.

O. B. Wilt Co., San Francisco, has been appointed factory representative for Duchess washers in California and the western counties of Nevada.

Wilson Refrigeration, Inc.

Sales territories of Wilson Refrigeration, Inc., have been reduced and each territory put in charge of a direct factory representative. Four new sales representatives have been appointed. They include Glenn E. Carman (North and South Carolina), Charles A. Waterman (Illinois), Paul T. McCormack (Ohio and western Pennsylvania) and Paul Groom (Iowa, Nebraska, Missouri and Kansas).

Hoover Co.

Frank Litton, formerly Philadelphia district manager for the Hoover Co., has been named to succeed John N. Adam as Philadelphia branch manager. Mr. Adam has retired after more than 30 years with the Hoover Co.



Questions and answers have built Estate ranges. Questions concerning everything that range users may require or desire; answers in the shape of advanced design, sound engineering and inspired styling.

That's why an Estate range offers a standard of performance, practical advantages and eye-stopping good looks that make sensational appeal at the point of sale!

And when it comes to assuring top oven performance and economy of operation, Wilcolator supplies the right answer: On Estate gas ranges, Wilcolator's "Uniflow" valve — with greater flow capacity than any other gas range control — assures *fast preheat* and *precise control* of cooking temperature. On every Estate electric range, a Wilcolator electric control maintains exact oven temperatures, so that peak efficiency is obtained and maintained. And from the service viewpoint, Wilcolator's provision for replacing bellows assemblies without disturbing piping or removing the control from the range, means avoidance of costly service calls . . . more profit for you.

Wilcolator-controlled Estate ranges, in a word, have "all the answers" — provide *precision cooking at a touch of the finger tips*.

And that's the tip off: For top value that gives you an outstanding profit line, look for the name "Wilcolator" on the control.

ESTATE GAS RANGE
MODEL 5034



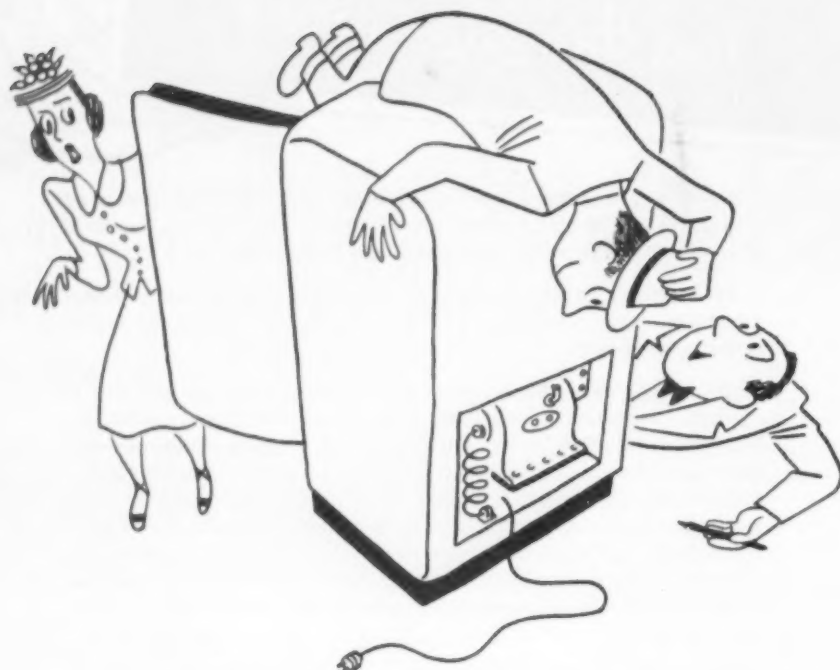
Wilcolator
CONTROL

SOME WELL KNOWN GAS RANGES USING WILCOLATOR FOR PRECISION CONTROL

Autocrat	Maytag
Coleman	McClary
Copper-Clad	Norge
Crown	Prizer
Detroit Jewel	Real Host
Enterprise	Roper
Estate	Royal Rose
Garland	Tappan
Grand	Universal
Hardwick	Welbilt
Hart	Wincrest
Kalamazoo	Western Holly

THE
Wilcolator
COMPANY

Elizabeth, New Jersey



when **MEN** buy, you can sell **UP**, with **FIBERGLAS*** Insulation

FIBERGLAS Men swing the balance in an important, ever-increasing percentage of major appliance purchases. But, you've got to sell men on the more technical features—features that will give them a better return on their hard-earned dollars. Construction, operating mechanisms, and insulation—Fiberglas Insulation—sell the men.



How to **SELL** Men!

Surveys show that **MEN** have a strong influence in a large percentage of appliance purchases. In home appliances men look for:

- Sound, durable construction
- Reliable operating mechanism
- Manufacturer's know-how
- Fiberglas Insulation

MEN buy Facts!

Men and women recognize already the top quality of Fiberglas Products. They've seen Fiberglas in many forms bring comfort to their homes and profit to their offices and factories. So this previous acceptance gives you a strong lever to sell **UP** your quality lines made with Fiberglas Insulation.

OWENS-CORNING FIBERGLAS CORPORATION
DEPT. 104-C, TOLEDO 1, OHIO

OWENS-CORNING
FIBERGLAS
APPLIANCE INSULATION

*FIBERGLAS is the trade-mark (Reg. U. S. Pat. Off.) of Owens-Corning Fiberglas Corporation for a variety of products made of or with glass fibers.

FIBERGLAS IS IN YOUR LIFE...FOR GOOD!

DEPARTMENT STORES

St. Louis Store Appoints Mossotti to Radio Post

Ed Mossotti, formerly buyer of sporting goods for Stix, Baer & Fuller, St. Louis, has been made buyer of radios, television, records and sporting goods.

Lesser Succeeds McKeever In Wise Smith Position

Jack Lesser, formerly with B. Lowenstein & Bros., Memphis, has succeeded Maurice McKeever at Wise Smith's, Hartford, Conn. Mr. McKeever had been buyer of housewares; Mr. Lesser will be buyer of housewares, toys and luggage. Mr. McKeever has rejoined Tackle's, Hartford radio and appliance dealer, as merchandise manager.

Paris Co. Announces Kitchen Promotion

The Paris Co., Salt Lake City, has named Hal Van Horn as planner and adviser for a promotion on modern kitchens and installations. The store will offer a free kitchen planning service for customers.

Sibley, Lindsay & Curr Promotes Caparco

Nicholas Caparco, formerly assistant buyer of housewares, has been named buyer of major appliances, radio and television for Sibley, Lindsay & Curr Co., Rochester, N. Y. He succeeds Arthur Mares, who recently joined Carson, Pirie & Scott, Chicago.

Tracy Gets New Position At Shillito's, Cincinnati

John Tracy, formerly manager of the radio and television department for John Shillito Co., Cincinnati, has been named executive assistant to Fred Lazarus, III, vice-president in charge of merchandising. Dan Enderson has succeeded Mr. Tracy in the radio-TV department.

St. Paul Store Names Magnuson as Buyer

Ray Magnuson has been appointed buyer of electrical housewares, paints and unpainted furniture for the Golden Rule Department store, St. Paul, Minn. He succeeds Ray Resch, buyer of housewares, china, glass and paints, who has resigned.

Eckert Succeeds Dooley At Sattler's, Buffalo

Anthony J. Eckert has been appointed buyer of major appliances for Sattler's department store, Buffalo, N. Y. He was formerly assistant buyer and succeeds James Dooley, who remains with the store in another capacity.

Famous Barr Promotes Aquadro to Buyer

Rico Aquadro has been named buyer of small electrical appliances for Famous Barr Co., St. Louis. He had been assistant buyer for four years.

Forms for the Short-handed Dealer

Wallace Johnston, Memphis, finds they help salesmen avoid extra paper work

IN his 18 years as a dealer in Memphis, Tenn., Wallace Johnston has attracted to his aegis some of the retail salesmen who rate as the heaviest artillery in Memphis circles. In his effort to keep them producing all the time and not wasting effort rattling papers, his firm has evolved a few simple forms which have been found to help do the trick.

Cards are kept on new merchandise received. Serial numbers are recorded. A different colored card goes into the file for trades or repossessions.

Salesmen who make user calls have a doorknob hanger which tells the customer they were there. It has been found that 1.7 calls are needed to reach even those customers who have made appointments. The delivery department also uses the doorknob hanger when the customer is away.

With damage claims going up, Wallace Johnston has a form where complaints are made and a complete record of the transaction is kept. The firm has an automatic card on warranty service. It is kept for a year and the customer at this time is sent a form letter saying that the warranty period has expired but that the Johnston company will be happy to take care of future calls. This keeps the firm out of a lot of trouble.

Wallace Johnston has a list of from five to seven things to do to keep in touch with users as he says the bulk of his business comes from satisfied customers. With 60 percent of his sales today coming from users, he finds it very profitable to follow up closely. No salesman has a protected territory. The record of calls is a bible by which they are guided.

It takes from three to five people to follow up his eight salesmen, but by using these methods, Mr. Johnston says, their time can be used most profitably.

End



"IT WORKS ON THE SAME PRINCIPLE AS AN ELECTRIC TOASTER"

ELECTRICAL MERCHANDISING—MARCH, 1950

They'll see it here...

and then
ask you...for
INLAND'S
"MAGIC TOUCH"
CONVENIENCE

Expect Inland's new "Rock-Out" feature to increase your profits in 1950

This advertisement will pre-sell your prospects on the amazing new "Rock-Out" feature of Inland "Magic Touch" Ice Trays. They'll see how lifting the lever and rocking the grid frees one, two, or a whole trayful of big, sparkling ice cubes!

Similar advertisements will appear in the Saturday Evening Post and Better Homes and Gardens throughout the best refrigerator sales months. Take advantage of this powerful sell-



New refrigerators fully equipped with Inland "Magic Touch" Ice Trays give your customers complete ice convenience

"Magic Touch" Ice Cube Trays
by **INLAND MANUFACTURING**

INLAND MANUFACTURING DIV., General Motors Corporation, Dayton, Ohio



Put out cold drinks...and faster!

Just lift the "Magic Touch" lever for a few ice cubes or a trayful!

There's amazing new convenience in Inland "Magic Touch" Ice Cube Trays. You lift the "Magic Touch" lever, rocking the grid, to release one, two, or a whole trayful of big, sparkling cubes. Lift and rock, and you're done. No more waiting for the grid to drop back.

Or, lift a whole trayful of cubes, and lift the grid out of the tray. Inland "Magic Touch" Ice Trays are convenient, refreshing, saving space, handling a block of ice, getting half melted cubes. And Inland Trays are specially designed, made and stamped for faster freezing and longer life in hard service. Are your present ice trays outmoded, inconvenient? Replace them with Inland "Magic Touch" Trays from your refrigerator dealer or other sales. Inland Manufacturing Division, General Motors Corporation, Dayton, Ohio.

See how the Ice Trays in your new refrigerator have Inland's "Magic Touch" lever.

INLAND "Magic Touch" ICE CUBE TRAYS

ing force. Give actual demonstrations of the new "Rock-Out" feature. Show how it adds to the already marvelous convenience of "Magic Touch" Trays. You'll sell more refrigerators! And don't neglect replacement sales. Sell "Magic Touch" Trays to replace outmoded, inconvenient trays. Quick profits... on easy sales that lead to later refrigerator sales! Yes, you can count on Inland advertising to increase your 1950 sales and profits!

Here's a brand new

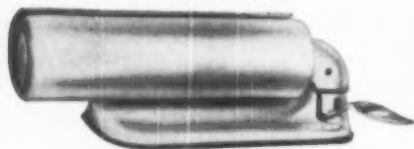
ARMSTRONG

Gas Heater



**valve handle
is concealed**

This is one of the safety features of this new Radiant Circulator. To turn on the gas, it is necessary to first open a little side door to get at the handle. Made for any gas—25,000 B.T.U.—A.G.A. approved. The air shutter is especially designed to resist dust closure tendencies. Finished in brown vitreous enamel with maple trim. Dress guard and reflector are chrome. Built in the traditional Armstrong manner, the Model 925-R is good to look at, will produce healthy heat and last for many years. 19" high, 19" wide, 11" deep.



**TODAY'S
BEST BUY IN
PORTABLE
IRONERS**

Motor is entirely enclosed in 21" roll. Thermostatic heat control. Weighs only 30 pounds, easy to carry anywhere in the house. Finished in gleaming white baked enamel and chrome. Priced for volume selling at \$49.95 retail. Slightly higher west of Rockies and Canada.

Order from your Jobber or write for details and discounts.

**ARMSTRONG
PRODUCTS, INC.**

Manufacturers of Quality Products Since 1899
Dept. EM, Huntington 12, W. Va.

WHEN
IT'S AN
ARMSTRONG
DEPEND ON IT!
IT'S THE BEST
OF ITS KIND

LEAGUE ACTIVITIES

Memphis Dealer Group Installs New Officers

C. D. Akers, Jr., has been installed as president of the Memphis Retail Appliance Dealers Assn. Other new officers include J. H. Morris, vice-president; Charles Hendricks, re-elected secretary and Ben Gruber, treasurer. Directors beginning new terms include L. E. Gatlin, Sam Hollis, Sr., George Bates, Jimmy Archard, Roy Sanford, J. B. Whitten and Billy Wolf.

Milwaukee League Elects Pittenger as President

E. L. Pittenger has been elected president of the Electrical League of Milwaukee with W. A. Mann named as vice-president. Nels C. Christopherson was chosen secretary for the 25th year and T. H. Desmond was re-elected treasurer. William Lisch and Mr. Mann were re-elected directors and E. H. Bowles and W. H. Wagner were named as new directors.

Radio-TV Group Forms In Endicott, N. Y.

The Endicott (N. Y.) Radio and Television Assn. has been organized to set uniform standards of television and radio installation. Officers elected are: Walter Porzueck, president; Charles Hauke, Jr., vice-president; Wayne Little, secretary; and Thomas Theodore, treasurer.

Grand Rapids Dealers Elect Otto Benjamin

Otto C. Benjamin, head of De-Waard Electric Co., Grand Rapids, Mich., has been re-elected president of the Grand Rapids Radio and Appliance Dealers Assn. Other offices include: R. E. Greeley, vice-president; Carl C. Huber, treasurer; Paul S. Bond, secretary; and C. H. W. Merrill, C. J. Boster and Jack Ostrander, directors.

Hake Begins 20th Term As President of Group

William S. Hake has been elected to his 20th term as president of the Jamestown (N. Y.) Electrical Dealers Assn. Other officers include: Walter Cole, vice-president; John Johnson, secretary; and Lawrence Swanson, treasurer. In his annual report Mr. Hake reported that a local advertising program to stimulate interest in adequate home wiring had produced good results with more than 1,000 homes in Jamestown alone having their wiring facilities increased as a result of the campaign.

Dade Dealers Association Name Armer E. White

Armer E. White, Lowry Electric Co., has been elected president of the Dade Appliance and Radio Dealers Assn., Miami, Fla. Other officers elected were James W. Hughes, Sr., vice-president, and J. W. Detchen, executive secretary and treasurer.

Kansas City Association Installs 1950 Officers

Yale Witschner has been elected president of the Electric Assn. of Kansas City. Other officers include: vice-presidents: C. Myron Lytle, Al Dahms, K. G. Gillespie, A. E. Wegert and John E. Launder; treasurer, C. M. Anderson; board members: John Puckett, Fred E. Geiss, J. F. Porter, Jr., J. A. Ekstrom, Fred M. Sholders, E. J. McGrannahan, C. G. Roush, C. P. Haas, E. J. Goetze, T. Lewis Jones, W. Floyd Foley and John Weir.

Henges Elected President Of Cleveland League

W. E. Henges has been elected president of the Electrical League of Cleveland with Will T. Clark serving as executive vice-president. F. G. Hickling and K. R. Schuele have been elected vice-presidents while Stanley E. Strunk was re-elected secretary-treasurer. New directors include Randall J. Miller, John G. Lee, and Frank J. Simon. Fifteen directors were re-elected.

Shortened Names Adopted By Los Angeles Group

The Southern California Radio & Electrical Appliance Assn. has been renamed the Electric League of Los Angeles, Inc. The new name was adopted to broaden the scope of the group's activities.

Weisser Made Manager Of West Penn League

E. A. Weisser, Jr., has been appointed manager of the Electric League of Western Pennsylvania, succeeding Paul Heath who is going into business in Detroit. The group held its annual all-industry banquet on January 27 at the William Penn Hotel. Guest speaker was Don Mitchell, president of Sylvania Electric Products Corp. The group heard messages from retiring president C. Greer Yount and from C. W. Hartenfels, the new president.

Chicago Association Opens Extensive Range Promotion

The Electric Assn. representing 600 manufacturers, distributors, dealers and electric companies in the Chicago area, last month launched the biggest electric range promotion ever conducted in a single market. Designed to boost Chicago up the range sales ladder (it now ranks near the bottom), the promotion will run for 13 weeks with advertisements in all major media plugging the seven benefits of electric ranges. Fifty-five thousand lines of space, 160 billboards, 800 car cards, window displays and 320 television spots will be used.

Water Systems Month Scheduled for May

"Profit grows when water flows" has been selected as the theme for National Water Systems Month in May according to the Natl. Assn. of Domestic and Farm Pump Mfrs.

Manufacturers will supply dealers with sales kits of pennants, streamers and instructions for the use of these display materials. Also available will be radio scripts and newspaper releases plus a consumer piece with coupon for rural route mailings.

The National Association recently pointed out that the growing suburban market now comprises roughly 40 percent of the total sales potential. Decentralization of cities and the spread of electric power lines in rural non-farm areas offer the water systems dealer an unprecedented opportunity to capitalize on sales in territories beyond the city water mains.

The sponsoring group points out that electrical dealers can include far more in the sale of an electric water system than merely the pump, tank and piping. Listed as obvious tie-in sales are water heaters, water softeners, lawn and garden irrigation equipment, fire protection equipment, yard hydrants, milk coolers and poultry water-warming equipment.

Scheduled Meetings

NAT'L RURAL ELECTRIFICATION ASSN.

Hotel Stevens
Chicago, Ill.
March 6-9

NAT'L ASSN. OF WATER CONDITIONING EQUIPMENT MFRS.

Annual Meeting, Hotel Sherman
Chicago, Ill.
March 7-8

EXPOSITION OF ELECTRICAL PROGRESS

Kansas City Electric Assn.
Municipal Auditorium, Kansas City
March 8-12

NAT'L ELECTRICAL MFRS. ASSN.

Winter Meeting
Edgewater Beach Hotel
Chicago, Ill.
March 13-16

16TH EEI SALES CONFERENCE

Edgewater Beach Hotel
Chicago, Ill.
April 4-6

NAT'L APPLIANCE SERVICE ASSN.

General meeting, election
Detroit, Mich.
April 12-14

SOUTHEASTERN ELECTRIC EXCHANGE

Annual Conference
Greenbrier Hotel
White Sulphur Springs, W. Va.
April 12-14

APPLIANCE PARTS JOBBERS ASSN.

General meeting, election
Hollenden Hotel
Cleveland, Ohio
April 20-22

Sold!... to the lady who was "just looking"

THE store front that permits unobstructed vision from the street helps turn "lookers" into buyers. That's why so many electrical appliance store owners have employed "open-vision" designs when remodeling their stores. An "open-vision" front turns the entire store interior into an eye-catching, sales-producing display.

Give your sales a boost—and get the edge on your competitors—by modernizing your store with an attractive, inviting store front of Pittsburgh Glass and Pittco Store Front Metal. Modernization is not just an expense,

but rather an investment in the future of your business. And be sure to do a thorough job when you remodel—inside and out. It's the complete modernization that pays the biggest dividends in increased sales. If you desire terms, they can be arranged through the Pittsburgh Time Payment Plan.

Ask your architect about Pittsburgh Products. He is familiar with these recognized leaders and will see that you get a well-planned, economical design. In the meantime, write for one of our free descriptive booklets on store modernization. Just mail the coupon below.



Store fronts and Interiors by Pittsburgh



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS

PITTSBURGH PLATE GLASS COMPANY

SHOW YOUR WARES! The "open-vision" front of this attractive appliance store in Baltimore, Md., lets passers-by see the entire store interior... and the merchandise for sale... even after closing time! The attractive, modern front is of colorful Carrara Glass, Polished Plate Glass, Pittco De Luxe and Pittco Premier Metal, and Herculite Doors. A sparkling front like this will bring more customers to your store, too. Architect: A. C. Radziszewski, Baltimore, Md.

Pittsburgh Plate Glass Company
2064-0 Grant Building, Pittsburgh 19, Pa.

Without obligation on my part, please send me a free copy of your book on store modernization, "Modern Ways for Modern Days."

Name.....

Address.....

City..... State.....



Priced To Sell An EXTRA Market

The Summer Breeze Dryer is the lowest-priced family-size automatic clothes dryer . . . and it plugs into any outlet, draws only 1280 watts. It's Taylor-Made to give you a big new appliance market.



Taylor

SUMMER BREEZE

DRYER

\$139.95

Slightly higher
in West

Features To Sell In ANY Market

... easy on clothes—no rough-and-tumble, no lint
... Sun-Lite ultraviolet lamp with automatic safety
switch . . . safe infra-red heating units . . . twin
pressure blowers . . . automatic timer, separate
heat switch . . . Easy-Slide rustproof drying rack,
open-end hangers . . . white baked enamel finish
... cabinet 27" wide, 24" deep, 36" high is sorting
counter.

THE TAYLOR CORPORATION
ALLIANCE OHIO



Point out

this important
safety assurance
to your
customers



With competition growing keener, you want every sales advantage possible in the merchandise you distribute.

That's why the Flag Label on flexible cords attached to electrical equipment is especially important this year.

Flag Labelling enables manufacturers to identify inspected cords on the products they offer you. It is an assurance both to you and your customers that the assembled cord carries approval from Underwriters' Laboratories, Inc.

Your dealers, and the public

they serve are being told about the importance of the Flag Label. They'll be looking for it—asking for it—so insist on Flag Labelled cords when ordering lamps, appliances, and other electrical equipment. It will help your sales.

SAFE ELECTRICAL CORD COMMITTEE
155 East 44th St., New York 17, N. Y.

Make sure the products you sell are equipped
With safe electrical cords bearing the Flag Label.

DISTRIBUTORS APPOINTED

Deepfreeze Division Motor Products Corp.

Tubbs Electric Co., Inc., Spokane, Wash., has been made a distributor of Deepfreeze home freezers.

Emerson Radio & Phonograph Corp.

Charles S. Martin Distributing Co., Atlanta, Ga., has been made a distributor of Emerson television and radio receivers.

Lewyt Corp.

Raymond Rosen & Co., Philadelphia, Pa., has been appointed a distributor of Lewyt vacuum cleaners.

Mitchell Mfg. Co.

Four new distributors for Mitchell room air conditioners have been appointed.

Simon Distributing Co., Washington, D. C.
I. Feldman Co., Providence, R. I.

Appliance Distributing Co., Columbus, Ohio

V. J. McGranahan Co., Toledo, Ohio

Noblitt-Sparks Industries, Inc.

Three new southeastern distributors for Arvin appliances and radios have been announced.

J. L. Perry Co., 813-21 Ninth Ave., N. W., Nashville, Tenn.

Moore-Handley Co., 27 S. 20th St., Birmingham, Ala.

Economy Auto Stores, 1130 Bankhead Ave., N. W. Atlanta, Ga.

RCA Victor Division Radio Corp. of America

Morley Bros., with branches in Saginaw, Detroit and Grand Rapids, has been appointed distributor for RCA Victor home instruments and records for all of Michigan except the city of Detroit and the surrounding trade area. RCA Victor Distributing Corp. will continue to serve the Detroit area.

International Harvester Co.

R. P. McDavid & Co., Inc., Birmingham, Ala., has been appointed Alabama distributor for International Harvester refrigerators and home freezers.

Florence Stove Co.

R. P. McDavid & Co., Inc., Birmingham, Ala., has been appointed distributor in Alabama and west Florida for Florence electric ranges.

Capehart-Farnsworth Corp.

Two new distributors have been named by the Capehart-Farnsworth Corp.

Harger & Blish Co., Des Moines, Iowa.
Texas Wholesalers, Inc., Dallas, Tex.

York Corp.

Rene M. Jacobs Co., Inc., 601 W. 26th St., New York City, has been appointed co-distributors of York room air conditioners in the metropolitan New York territory.

Hobart Mfg. Co.

Fourteen distributors for Kitchen Aid dishwashers have been appointed by the Hobart Mfg. Co.

B. A. M. Distributing Co., Inc., 106 E. Fourth, Covington, Ky.

Bickford Bros. Co., 1209 Broadway, Buffalo 12, N. Y.

Cartmell Co., 1948 N. Limestone St., Springfield, Ohio

Gambill Distributing Co., 117 Ninth Ave., North, Nashville, Tenn.

Greene Hardware & Supply Co., Inc., 703-11 E. Market St., Kingsport, Tenn.

Nunn Electric Supply Corp., 105 Polk St., Amarillo, Texas

Pittsburgh Products Co., Reedsdale & Fontella Sts., Pittsburgh, Pa.

Plymouth Electric Co., 393 Chapel St., New Haven, Conn.

Prudential Distributors, Inc., S. 151-153 Stevens St., Spokane, Wash.

Republic Distributing Co., 19-25 LaGrave Ave., S. E., Grand Rapids, Mich.

Sacks Electrical Supply Co., 605 S. Main St., Akron, Ohio

Shobe, Inc., 1117 Union Ave., Memphis, Tenn.

Siebert & Willis, Inc., 149 N. Rock Island, Wichita, Kans.

Teldisco, Inc., 444 William St., East Orange, N. J.

Holcomb & Hoke Mfg. Co., Inc.

The following distributors for Silent Breeze fans have been appointed by Holcomb & Hoke Mfg. Co., Inc.

Raybro Electric Supplies, Inc., Tampa, Fla.

Englewood Electrical Supply Co., Chicago, Ill.

Magnecord, Inc.

The following distributors have been appointed by Magnecord, Inc., manufacturers of magnetic tape recording equipment.

Cal Fischer, Inc., New York, N. Y.

Freck Radio & Supply Co., Asheville, N. C.

Hygrade Radio Ltd., Vancouver, B. C.

Lew Bonn Co., Minneapolis, Minn.

Walker C. Cottrell, Jr., Richmond, Va.

Electronic Art Studios, Wadsworth, Ohio

Sylvania Electric Products, Inc.

Electrical Wholesalers, Inc., Atlanta, Ga., has been appointed Sylvania television distributor for the Georgia territory.

Coolerator Co.

Arnold Wholesale Corp., 5209 Detroit Ave., Cleveland, Ohio., has been appointed distributor of Coolerator appliances for the northeastern Ohio territory.

Range Installation Costs Down From Last Year, Hotpoint Says

Survey indicates that range market
lies largely in medium income group

The national average cost of installing electric ranges has moved downward since 1947, projections based on a consumer survey conducted by Hotpoint, Inc., reveal. National average installation costs in 1949 were \$35, \$5 under the 1948 average and \$14 under the 1947 level.

According to Edward R. Taylor, Hotpoint sales manager, other tabulations in the survey indicate that the market for electric ranges lies in the medium income group. Two-thirds of the customers valued their homes at \$10,000 or under, a figure which leads Mr. Taylor to believe that electric ranges have won recognized acceptance in the income bracket that accounts for the bulk of appliance purchases.

Wiring Costs. Mr. Taylor said that wiring costs in some areas are still "too high" and continue to be a factor in merchandising electric ranges. He noted, however, that half of the consumers feel the expense of wiring their homes is offset by the advantages of this modern method of cooking.

He attributes the decrease in installation costs to closer cooperation among manufacturers, distributors, retailers and local electricians. An important factor in the past year also has been wider utility merchandising, promotion and installation underwriting.

Other Data. Appliance dealers get the largest share of the electric range business, 60 percent of consumers buying from these outlets. Utilities accounted for 14 percent of sales while furniture and department stores were responsible for only 16 percent of the business.

Brand name and reputation were apparently the dominant factor in-

fluencing sales, with nearly 60 percent buying for this reason; 62.5 percent of the customers named product features as the reason for the purchase in a 1948 survey.

Almost 25 percent of the customers lived in cities with a population of more than 50,000. Customers in small towns and fringe areas accounted for about 20 percent of sales. Approximately 15 percent of the customers lived in towns of from 10,000 to 50,000 population while 14 percent were located on farms.

Frank A. Ketcham

Frank Atherton Ketcham, 74, who retired as chairman of the board of the Graybar Electric Co. in 1944, died January 24 at his home in New Rochelle, N. Y., of a heart condition. When Western Electric's supply department became Graybar Electric Co. in 1926, Mr. Ketcham was elected executive vice-president. Three years later when Graybar employees purchased the company from Western Electric, Mr. Ketcham figured prominently in the negotiations and was elected president of the company.

David A. Wolff

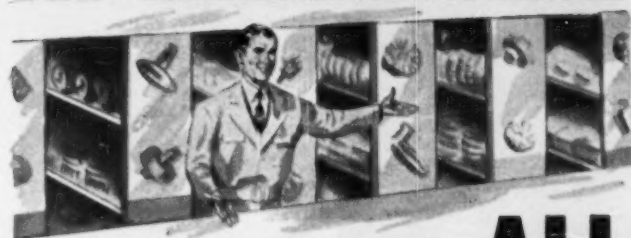
David A. Wolff, 59, business development manager for Edwin L. Wiegand Co., Pittsburgh, died December 30 following an illness of several months. He joined the firm in 1934 as advertising manager.

Royal Inspection



GENERAL MOTORS' mid-century motorama at the Waldorf Astoria in January drew its share of out-of-the-city dignitaries as well as thousands of New Yorkers. Inspecting the Frigidaire exhibit at the show are the Duke and Duchess of Windsor, Alfred P. Sloan, chairman of the board, General Motors, and radio commentator Henry J. Taylor.

in these bins



ARE PARTS FOR ALL WASHING MACHINES YOU SERVICE

ONE source of supply . . . one order . . . one bill to pay for genuine parts for ALL washing machines when you order from the authorized Association jobber in your vicinity, listed below. Equally important is the prompt and efficient service you can give your customers on repair work.

This arrangement is made possible through the cooperation of the washing machine manufacturers. They recognize its importance as an invaluable service, assuring them that their products, in the hands of customers, will be kept in perfect running order, avoiding delays in waiting for replacement parts. The time you save through this "one-stop" source of supply means additional profits for your service department.

Ask your Association jobber to put you on the mailing list for Service Fax.

APPLIANCE PARTS JOBBERS ASSOCIATION, INC.
A National Organization Executive Office, Detroit, Michigan

YOU WILL FIND THESE BINS IN OR NEAR YOUR CITY AT THE FOLLOWING ASSOCIATION MEMBERS

- A-1 Master Electric Shop, Salt Lake City, Utah
- Akron Washer Parts Co., Akron, Ohio
- Allied Electric Appliance Parts, Inc., Philadelphia, Pa.
- American Electric Washer Co., Cleveland, Ohio
- Appliance Parts Co., Indianapolis, Ind.
- Appliance Parts & Service Co., Seattle and Spokane, Wash.
- Arcand's, Hartford, Conn.
- Cooper Washer Parts, Inc., Sioux City, Iowa
- Detroit Appliance Parts Co., Detroit, Mich.
- Electric Appliance Parts, Waterbury, Conn.
- Finch's Washer Parts Co., Grand Rapids, Mich.
- Good Housekeeping Shop, Boston, Mass.
- Gopher Appliance Co., Minneapolis, Minn.
- Home Electric, Inc., Youngstown, Ohio
- Wallace Johnston Appliances, Inc., Memphis, Tenn.
- Ray Jannet Washing Machine Parts & Service Co., Denver, Colo.
- Keystone Washer Parts Co., Philadelphia, Pa.
- Klinker Brothers, Cincinnati, Ohio
- Mar-Cone Appliance Parts Co., St. Louis, Mo.
- W. L. May Co., Inc., Portland, Oregon
- Midwest Appliance Parts Co., Inc., Chicago, Ill.
- Minnesota Appliance Parts Co., St. Paul, Minn.
- Morley's Washer Parts, Buffalo, New York
- Pearson Appliance Corp., Cleveland, Ohio, and Dallas, Texas
- D. J. Phelan Sons, New York, New York and Newark, N. J.
- Precision Parts Co., Akron, Ohio
- Pritchard Electric Co., Oklahoma City, Okla.
- R. and S. Parts Co., Milwaukee, Wisc.
- Radio Electric Service Co. of Pease, Philadelphia, Pa.
- Refrigeration Equipment Co., Kansas City, Mo., Wichita, Kan., and Topeka, Kan.
- Refrigeration Supply Co., Harrisburg, Pa.
- Refrigeration Supply Co., Richmond, Va.
- C. J. Roberts Engineering Co., Springfield, Mass.
- Servall Co., Detroit, Mich.
- Shand Radio Specialties, Flint, Mich.
- The C. W. Smith Co., Chicago, Ill.
- Starr Electric Supply Co., Houston, Texas
- C. E. Sundberg Co., Chicago, Ill.
- Tribble's Inc., Washington, D. C.
- Wash Machine Parts & Sales Co., St. Louis, Mo.
- Washer Parts & Service Co., Pittsburgh, Pa.
- Washing Machine Parts Co., Inc., Los Angeles, Calif., San Francisco, Calif., and San Diego, Calif.
- Wynar Parts and Service Co., Rochester, N. Y.

25¢ a day or an hour



SELLS—

- TV
- Refrigerators
- Washing Machines
- Furniture
- Other Electrical Appliances

with the
A.B.T. COIN PAY METER

\$6.95

The ONLY low cost, completely automatic coin pay meter on the market!

The meter plan makes sales where everything else seems to fail. Many alert dealers are now promoting and cashing in with this unique meter plan. You can use your customer's refrigerator or television set as the outlet for the meter.

Write TODAY for further particulars on the A.B.T. COIN PAY METER. Shipments out as desired, exactly \$25.00 in quarters only, small and compact. COMPLETELY AUTOMATIC.

ORDER YOUR SAMPLE TODAY!

Distributors' inquiries invited

Illustrated literature and proven merchandising help is available upon request.

(in small lots)
P. O. B.
Chicago

A. B. T. MANUFACTURING CORP.

General Offices and Factory: 715-723 N. Kedzie Ave., Chicago 12, Ill.

FOR OVER 31 YEARS—

The World's Largest Manufacturers of All Types of Coin Control Equipment



ANTHONY LIFT GATE HYDRAULIC

THE FIRST TRUCK LOADER

**Cuts Delivery Costs 50%
Practical • Foolproof • Time Proved**

First in sales—Thousands in use.
First in field proving—On the market 6 years.
First in simplicity—75% fewer working parts.
First in features—More advantages to the user.
See illustrations at left. Write for literature and prices.

ANTHONY COMPANY
Det. 906 Streator, Illinois



*LIFT GATE—rests on ground. No protrusions to prevent easy loading.



*Loads from all sides at all levels with "Quick Detachable" Ramp.



*Non-sloping—Gives "Level-lift" to avoid loads rolling or toppling off.



*Close "Gate" easily with one hand. No power needed.



*Safety Latch locks up "LIFT GATE" cannot be lowered accidentally.

Appliances in the Magazines

WOMAN'S SERVICE GROUP

Woman's Home Companion

"Good to Look At—Easy to Work In"—by Bernice Strawn—March *Companion*—a complete electric kitchen designed for a Norwegian family that enjoys cooking, eating, and entertaining; there's also a fully equipped automatic laundry.

"Short Cuts for Easy Sewing"—by Betty Genger—same issue—time and effort savers that make sewing fun.

"Design Your Own Range"—a Picture *Companion* feature of four pages showing kitchen arrangements possible with the new modular type ranges.

Good Housekeeping

"Disposing of Kitchen Waste"—by Helen W. Kendall—March *Good Housekeeping*—basic facts on the modern garbage disposer unit, including what it can and cannot do, how to use it to best advantage, types available, and installation facts.

"How to Use an Electric Roaster"—by Lee Chapman—how to plan a roaster party, with complete information on use and care of the roaster.

"The Hope Chest"—a regular *Good Housekeeping* service for brides—solves the hand ironing problem in the March issue.

Other institute shorts in the same issue include "Laundering a Man's Shirt" and "A Home Freezer—Convenience Plus".

McCall's

"This Is How I Keep House"—by Elizabeth S. Herbert—15th in a series, features Mrs. Roosevelt in her Val-Kill, N. Y., home.

"Kitchen-Dining Area and Laundry-Playroom"—by Mary Davis Gillies—Ezra Stoller, photographer, who spent his life photographing other people's houses, built one for himself.

Ladies Home Journal

"Capsule Kitchen," by Gladys Taber—March *Journal*—how an apartment size kitchen can be made more efficient with planned storage space and work areas for electric housewares.

Parents

"Parents' Third Expandable Home—Built in Louisville, Ky."—March *Parents*—features a complete electric kitchen.

Household

"Souffles and Foudues"—by Ellora E. Puckett—February, *Household*—features an electric mixer.

"Elizabeth Shaffer Looks at Your Vacuum Cleaners"—reviews the features of the different makes of cleaners on the market.

True Story

"Lengthen Your Cleaning Arm"—by Helen Budd—March *True Story*—how to get the most out of a cleaner.

Family Circle

"Kitchen in a Corner"—February, *Family Circle*—a compact L-shape kitchen can be highly work-in-able and completely equipped electrically.

"Our Vacuum Cleaning is a Family Affair"—by Jessie Bakker—a Hopkins, Minn., family share in keeping the home clean with a vacuum cleaner.

HOME SERVICE GROUP

House Beautiful

"A Dream Kitchen That Was a Nightmare"—by Charlotte Conway—February *House Beautiful*—what happens in kitchen modernization when the man-of-the-house takes up cooking as a hobby.

"Grandfather Slept Here And So Do We"—by Susan M. Dewey—a home remodeling job which includes a large automatic kitchen with an additional walk-in refrigerator.

"What's Television Going to Do to Your Life?"—by John Crosby—good and bad effects television will have on family life.

"Let Power Do the Work in Your Garden"—by Dr. Joseph E. Howland—the modern way to garden is with power tools, he says.

House & Garden

"Today's Steam Irons"—March *House and Garden*—shows the latest in new steam irons. "Sewing Machines"—same issue—you can embroider, monogram and mend with the new portable, open-end sewing machines.

"The Kitchen That Grew From a Barbecue Pit"—February *House & Garden*—using Thermador range units, this Houston, Texas, family designed a modern step-saving kitchen and a complete automatic laundry in a large L-shaped kitchen area.

"Tailor Your Kitchen with Modular Units"—same issue—shows the flexibility of Universal's Select-A-Range units.

"Make A Point of Ideas"—features the home of a Chappaqua, N. Y., resident—a complete electric kitchen with stainless steel counters, revolving shelves in base cabinets, and a mixer center.

American Home

"You Bought It—Use It!"—by Edith Ramsay—March *American Home*—second in a series of time and motion studies on appliances, this one on vacuum cleaner use.

Better Homes & Gardens

"Same Kitchen: Twice the Space," by Anna May Wilson—March, *Better Homes*—a kitchen that was rearranged to save steps.

"Make Breakfast Fast and Easy," by Jessie Prather—electric housewares galore for quick, easy breakfasts.

"These Make Your Washing Easier"—by Eleanor Ahern and Jessie Prather—February *Better Homes*—tips on how to get the most out of conventional and semi-automatic washers.

"Valance Lighting—Easy on the Eyes"—little changes in lighting make a big difference.

FARM GROUP

Successful Farming

"Why You Should Have a Dryer"—by Margaret Hegerfeld—February

Successful Farming — demonstrates pictorially five good reasons.

"Cows Like to be Vacuum-Cleaned"—by C. P. Fox and "Here's an Automatic Feed Grinder" are two other electric units in the same issue.

Country Gentleman

"This Is What an Automatic Washer Will Do For You"—by Margaret Schug—*March Country Gentleman*.

Farm Journal

"A Utility Room That Has Everything"—February *Farm Journal*—how a Hood River County, Oregon, farm wife changed her kitchen into a utility room with complete automatic laundry equipment, a large food freezer and a fruit storage room.

"Store It Under Your Stairway"—suggestions for storing ironer, vacuum cleaner, sewing machine, roaster, etc.

"That Ironing!" by Esther Pond Smith—hand ironing the modern way with proper board, cord holder, chair, etc.

"Spot O' Gold for Your Table" by Rosalie Riglin, same issue, features the refrigerator. This article and "Dinner's Half Done," by Lila Williamson, are primarily food articles, but they feature the refrigerator.

Home Economics Group

Forecast

"Design for Modern Clothes Washing"—February *Forecast*—laundry layouts.



ELOISE DAVISON

Hill & Knowlton Retains Eloise Davison

Eloise Davison, former director of the *New York Herald Tribune* Home Institute, has been retained by Hill and Knowlton, Inc., public relations counsel, to handle women's interests for their clients, it was announced recently by John G. Mapes, executive vice-president.

Miss Davison, who now has her own business as free lance consultant specializing in equipment accounts, will supervise newspaper, magazine, television and radio contacts in the women's field for Hill and Knowlton, as well as special projects affecting specialized women's groups such as home economists, clubs and organizations.

Miss Davison's services will be directed principally toward clients having products used in the home, such as Crosley and American Central Divisions of Avco Mfg. Corp., the Hewitt Restfoam Division of Hewitt-Robins Inc., and several others.

**These units offer volume sales opportunities
... every small business is a prospect!**



WEBSTER ELECTRIC
Teletalk
REG. U.S. PAT. OFFICE
SERIES 600

← MASTER STATION



← SUBSTATION

**For a master station
and five substations**

Only \$99.50*

**Here is *Quality* Intercommunication
Priced within Reach of Everyone**

These Webster Electric units are quality products with clear distinct tone; they offer an excellent intercommunication system for small businesses.

This market has no end of prospects... small stores, doctors, dentists, lawyers, garages, super service stations and many others. It is not expensive and installation offers no problem. The Series 600 gives you a real opportunity for some mighty fine turnover; in addition it opens up prospects for larger installations. You will find it an excellent addition to your line. Check now on adding to your sales volume by handling "Teletalk."

**If fewer substations are required, the price is even lower. Price shown is less installation.*

**Other models available
for larger businesses**



Teletalk offers a complete line of intercommunication with a wide selection of units to meet all requirements. Send for catalog describing the complete line.

WEBSTER  ELECTRIC

Webster Electric Company, Racine, Wisconsin. Established 1909. Export Dept., 13 E. 40th St., New York 16, N. Y., Cable Address: "Arlab," New York City

"Where Quality is a Responsibility and Fair Dealing an Obligation"

5 reasons why you profit ... when you sell Sew-Gem

1. EASY TO SELL

Your customers want and need the modern, exclusive Sew-Gem features ... the right hand bobbin, silent synchromatic drive, and the sensational new "Susie" full rotary miracle hook.



2. ONCE SOLD — STAYS SOLD

Every Sew-Gem customer is a satisfied customer — and a booster for this superior machine. That's because Sew-Gem users enjoy dependable, smooth, continuous sewing with the new Miracle Hook — it's guaranteed not to lock, clog or jam — ever.

4. PRE-SOLD FOR YOU

Each week more than 39,000,000 radio listeners hear about Sew-Gem over six highly rated network programs ... Stop the Music, Queen For a Day, Sing It Again, Bride and Groom, Betty Crocker, and Grand Slam. ALSO — we have a local cooperative advertising plan for you.

3. LESS EXPENSE

When you handle Sew-Gem you spend your time selling — not servicing, thanks to the marvelous simplicity and modern fool-proofed Sew-Gem mechanism.



Variety of models and cabinet styles in richly grained walnut, mahogany, and blonde. Portable — secretary or writing desk — occasional table.

5. EXTRA VOLUME

Appliance dealers find Sew-Gem is the one machine they can afford to get behind and push because it is mechanically superior in every respect, easy to sell, and stays sold.



Rock Island, Illinois

WRITE FOR COMPLETE DETAILS



All You Need Is a Pocketful of

IDEAL Wire-Nuts
THE SOLDERLESS, TAPELESS, WIRE CONNECTORS
Patented — No. 1,933,333

CONTRACTORS' CHOICE FOR OVER 26 YEARS

Just strip wires and screw on IDEAL "Wire-Nuts" — that's all! Makes wire connections twice as easy — ten times faster! — when running circuits, hanging fixtures, etc. Safe for a lifetime ... precision-built "Wire-Nuts" can't pull loose or shake loose. Bakelite lifetime shell keeps sharp wire ends covered ... Be safe, be sure and cut costs — insist on only genuine IDEAL "Wire-Nuts". Millions in use. For all wires from 2 No. 18 up to 3 No. 10.

Sold through America's Leading Distributors

IDEAL INDUSTRIES, Inc.
1037 Park Ave.
Sycamore, Illinois

SEND ME FREE SAMPLES IDEAL "WIRE-NUTS."

NAME

COMPANY

ADDRESS

CITY

ZONE

STATE



Two Distributors Share Honors



SALES AWARD for attaining the highest percent of industry sales for ironers in the nation during 1949 is accepted on behalf of Northern Supply Co., Saginaw, Mich., by Harry Warren, right, sales manager for the firm. Hal Biddle, general sales manager for Ironrite, Inc., presents the bronze plaque while regional sales manager Jack Moore stands by. The G. J. Timmerman Co., Davenport, Iowa, received a similar award for gaining the highest percent of its 1949 annual sales quota.

Hotpoint Refrigerator Plant for Chicago

Hotpoint Inc. last month embarked on the final phase of the expansion program it launched in 1947 by announcing that it would build a new refrigerator factory on a 21-acre Chicago site.

At the same time the firm announced that tooling and machine installations to complete the conversion of its former range plant for the manufacture of home laundry equipment would be completed during the year. Manufacture of Hotpoint Disposals will be moved to the Milwaukee plant where it will be made as a companion piece to automatic dishwashers and sink units.

When these moves have been completed all of the company's facilities for the manufacture of complete electric kitchens and home laundries, as well as its electric commercial cooking lines, will be centralized in the middle-west with all products being produced in company-operated plants.

The refrigerator plant is scheduled for completion in 15 months with production expected three months later.

any other manufacturer." For 1950 he predicted a \$200,000,000 volume.

Admiral is expanding its refrigerator line and will now market a refrigerator in every price bracket. Previously the only model was the luxury "Dual-Temp", a combination refrigerator-freezer which required no defrosting.

Emphasis in the firm's new television line is on larger screens, with no tubes smaller than 12½ inches. Other sets have 16- and 19-in. tubes.

Heller Succeeds McQuiston In Duquesne Light Post

Robert W. Heller has been appointed manager of residential sales for the Duquesne Light Co., Pittsburgh, succeeding T. O. McQuiston, who has joined Metropolitan Edison Co., Reading. Mr. Heller has been with Duquesne since 1924 and was most recently director of industrial sales.

NEMA Elects Blakeslee To Board of Governors

H. G. Blakeslee, vice-president and general manager of Cory Corp., has been elected to the board of governors of the National Electrical Manufacturers' Assn. He also serves as chairman of the commercial cooking equipment section of NEMA.

Admiral Aim: Bigger Share Of Appliance Business

With the hope of maintaining its leadership in the television field while building up its appliance division to a point where it is as strong as the TV branch, Admiral Corp. will spend \$15,000,000 in advertising during 1950. Ross D. Siragusa, president of the firm, told a national convention in Chicago in January.

Admiral hopes to sell 300,000 ranges and refrigerators during the year. Mr. Siragusa said, adding that in 1949 television sales accounted for 80 percent of the \$112,000,000 sales volume. He called this a "bigger dollar volume in television than was attained by

Motorola-New York Names Millman for New Post

Frank Millman has been named general sales manager of the New Jersey division of Motorola-New York, Inc. He has been with the firm for the past three and a half years.

Distributor Group Adopts "Creed"

A "creed" for distributors of appliances, radio and television and a special market development approach to step up sales of newer appliances highlight a new appliance division program developed recently at meetings of three committees of the National Assn. of Electrical Distributors.

The committees were major appliances, radio, television and tubes, and electric housewares, headed, respectively, by K. G. Gillespie, Benjamin Gross and C. A. D'Elia.

The "creed" was adopted in the form of a statement of basic objectives toward which the activities of various committees in the group's appliance division could be constructively directed.

A special committee on market development of new appliances pointed out that dishwashers, disposers, freezers, dryers and air conditioners were entering the "rapid growth" period in which specialty selling would prove an indispensable business builder. Distributors must undertake additional functions inherent in specialty selling, the committee concluded, warning also that dealers must undertake a stepped-up promotion program.

The major appliance committee voted that "the greatest benefit could be derived from cooperative advertising if such advertising cost be computed by the manufacturer as a part of the cost of goods" and urged a "reasonable arrangement" be made by manufacturers to provide for "carry-overs" and "bill-backs" at the end of a calendar or fiscal year.

American Central Shows New Four-foot Freezer

Presentation of new models in the firm's line and announcement of an intensified sales training program shared the spotlight at four re-

gional conferences held early in February by the American Central division of Avco Mfg. Corp. Heading the list of new appliances was a four cu. ft. kitchen freezer with work surface top.

Asserting that continuous training is the way to kitchen business in 1950, Kenneth Cook, sales training director for the company, announced that the dealer training program has been intensified by providing a visual program with four films, a three-dimensional kitchen planning board, a meeting guide, and other training aids.

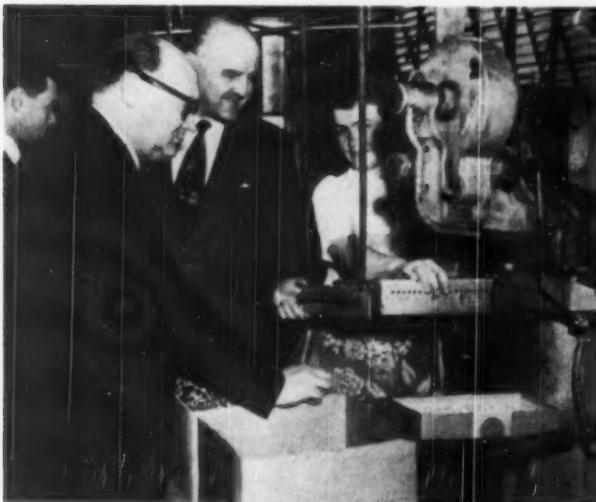
The new freezer will have a capacity of 140 pounds. Other new products include a corner base cabinet utility bin to make use of corner space formerly wasted, vinyl counter tops for base cabinets in four marbled colors in addition to black, a hard maple top for the 24-inch base cabinet, newly designed lights for under wall cabinet installation and special sink fronts in 24, 20, 36 and 42-in. sizes. Two flat rim sinks in single and double bowl plus an economy double bowl 48-in. sink were shown. New 27 and 36-inch base cabinets give the American Kitchen line a range in cabinet widths from 15 to 36 inches.

Production Gets Underway On New Sewing Machine

Delivery of production models of the new Companion portable electric sewing machine began last month, according to W. L. Brown, president of Tropic-Aire, Inc., Chicago, manufacturers of the unit. Final tests and adjustments made it necessary to change the original delivery from December to February, Mr. Brown said.

Firm orders for over 65,000 machines were reported January 31 by Tropic-Aire through its exclusive world-wide distributors, the Kennedy Corp., Detroit. Acceptance of the Companion by buyers at the furniture and housewares shows in Chicago was outstanding, the firm said.

Statesman Inspects Television Factory



DISTINGUISHED VISITOR to the Philco Corporation's television production line during January was Paul-Henri Spook, president of the Consultative Assembly of the Council of Europe. With him is William Bolderston, president of Philco.

Hottest Trade-in-Deal in the Business!

YOU CAN RUN THIS PROMOTION AT FULL PROFIT

SPECIAL INTRODUCTORY OFFER!

FAMOUS National SILVER SERVICE FOR 8 AND 4-PIECE F.B. ROGERS TEA SET AND TRAY
for your old refrigerator regardless of age or condition



with purchase of

AMERICA'S NEWEST REFRIGERATOR

Presteline

It's Big! It's Beautiful! It's the Buy!



LOOK AT ALL THESE DELUXE FEATURES

- Holds 67 lbs. Frozen Food
- 8-Stage Temperature Control
- Automatic Interior Flood Light
- Adjustable Deluxe Triple Chrome Shelves
- 18 Square Feet of Shelf Area
- Semi-Rigid Fiberglass Insulation
- New Sealed Coil Design Evaporator—Smooth Surface, Easy to Clean
- Famous Safe Freezer 512 Refrigerator
- All-welded Steel Construction
- White, DuPont-Baked Enamel
- Acid-Resistant

Make This Your Biggest Refrigerator Profit Spring with This Presteline Promotion

CASCADE COLD
5 ZONES OF COLD

FREEZE ZONE
R-FAST FREEZER and ice cube Action Space with individual air design

IN STORAGE
-FREEZER -MENT. 512 of large 10" 10" 10"

STORAGE ZONE
-OUT "COLD" ER, a new conveni rate, etc.

Presteline

AMERICA'S NEWEST REFRIGERATOR

Wire! Write! Phone Today!

PRESTELINE DIV. • LEESON STEEL PRODUCTS, INC.

866 Lake Shore Drive • Chicago 11, Illinois

Refrigerators, Ranges, Gas Heaters, Water Heaters

DEALER'S NAME AND ADDRESS HERE

America's Best Buy in Juicers

NEW SINGLE ACTION JUICE-O-MAT®

NEVER BEFORE A SINGLE ACTION
JUICE-O-MAT UNDER \$5⁹⁸

This new fully enclosed SINGLE ACTION JUICE-O-MAT with gleaming chrome top and handle is the BIG news in the Juice Extractor field. A half-turn of the handle raises the top. A half-turn forward gets the juice... no seeds, no pulp, and no bitter rind off! Place your orders NOW!

only *Fresh*

Orange Juice gives you all the flavor, all the health!

NEW
LOW PRICE
\$4⁹⁸
GLEAMING
CHROME
TOP AND
HANDLE

† Fair Trade Retail



CAT. No. 462C.
Bases in white, red, or
yellow baked enamel.
Other colors on request.

Rival JUICE-O-MATS A JUICER FOR EVERY POCKETBOOK!



LOOK FOR OUR NATIONAL ADS WITH THAT
LOCAL ADVERTISING PUNCH!



- Saturday Evening Post
- Ladies Home Journal
- Good Housekeeping

OVER 33 MILLION READERS



WRITE TO

Rival

Manufacturing Company
KANSAS CITY
MISSOURI

Publish New Data On Farm Market

New data on the ownership of home conveniences by farm families in eight midwest states, the influence of electrification on the ownership of such conveniences and a comparison of tenant farm home facilities with those in homes of farm owners is contained in a study released recently by the Midwest Farm Paper Unit, Inc., a group representing farm papers in five states.

The survey reveals that 89 percent of farm homes have electricity, including five percent which rely on their own home plants or generators. Thirty-six percent of the connected homes received their first electric service between 1945 and May, 1949. Just over 27 percent were connected in the preceding five year period, while 22.8 percent were hooked up between 1935 and 1940.

Electrification First. The survey confirms that electrification precedes modernization in farm homes. Over 65 percent of farm homes having electricity also have piped running water while only 15.8 percent of non-electrified farms have this convenience. Almost 50 percent of electrified farms have bathrooms against only 12 percent on non-electrified farms. Roughly the same figures apply to central heating.

A surprisingly large number of tenant farmers own their own appliances. About 18 percent of tenants living on electrified farms own electric ranges, washers and refrigerators. This compares to a figure of 22.6 percent for those who own the farms on which they live. On ownership of home freezers, tenant farmers scored 19.2 percent as against 22 percent for owners; on electric ranges the tenant figure was 18.9 percent, that for owners 24.3 percent.

Appliances, Video Shown In Good Design Exhibit

Nine appliance and television manufacturers were honored during the winter markets in Chicago when products from their lines were selected for showing at the "Good Design" exhibition sponsored jointly by the Museum of Modern Art and the Merchandise Mart.

Four General Electric appliances (refrigerator, dishwasher, combination sink and dishwasher, and range) were selected for the exhibit. Other appliances shown were a drawer refrigerator (Acme-National Refrigerator Co.), a modular range (Landers, Frary & Clark), a table model television set (Raytheon Mfg. Co.), a vacuum sweeper (Singer Sewing Machine Co.), a portable electric sewing machine (The SK Co.), a knee-hole range (Westinghouse Electric Corp.), and electric clocks (Howard Miller Clock Co.).

The current showing, which is open to the public Mondays through Fridays on the Mart's guided tours and on Saturday mornings will be enlarged in June during the summer market. A culminating exhibition will open in November each year in the Museum in New York and in the Mart.

Tailor-made Wrestling

Television has apparently done more than revive wrestling in Cincinnati—the video art has just about taken the sport over completely.

Graybar Electric Co., Inc., has signed a 13-week contract to sponsor wrestling shows over the Crosley TV stations in Dayton, Columbus and Cincinnati for Raytheon television receivers. The bouts will be staged in a 200-seat studio in Dayton and relayed to Columbus and Cincinnati.

It's supposed to be the first wrestling show tailor-made for television and is expected to attract interest because of better lighting, sound and showmanship possible in the studio.

As if you needed to be told, there will be a professional model serving as ring announcer "to add program interest".

Bigger Line, More Ads For Carrier in 1950

Forty-seven new models, including 27 types and sizes not previously offered by the firm, are included in Carrier Corporation's 1950 line of dealer equipment announced in January.

The new line, the most comprehensive in Carrier history, will be supported by a 50 percent increase in advertising and promotion funds. Warehouse facilities for dealers have been enlarged, the Carrier field organization has been enlarged by 25 percent and a liberalized wholesale financing program, backed by a comparable retail plan, has been instituted.

In reporting on the expansion of the firm's dealer products, William Bynum, vice-president in charge of sales, explained that the move was made in expectation of a considerable increase in sales volume in this field.

Three new sizes have been added to the Carrier room air conditioner line which now includes window sill models in $\frac{1}{2}$, $\frac{3}{4}$ and 1 h.p. capacities and consoles of $\frac{1}{2}$, 1, and $1\frac{1}{2}$ h.p.

Two chest model food freezers with 9.2 and 12.5 cu. ft. capacities have been added to the firm's 15 and 30 cubic foot upright models. The chest freezers are of all-steel construction and insulated with more than four inches of fiberglass.

Telechron Makes Replicas Of 50,000,000th Unit

Telechron, Inc., in December produced its fifty-millionth electric timing unit. Replicas in bronze of the clock in which this unit was installed are being made available by the firm for display in leading stores throughout the country.

The invention of the Telechron motor by Henry Warren was not only the beginning of the electric clock business but also changed the pattern of the electric power industry and stepped up the efficiency of many others. Warren's invention enabled utilities to control the frequency of their alternating current accurately.

Gibson Crosses the Border



CONCLUDING AN AGREEMENT licensing the Bedard Co., Ltd., to manufacture Gibson refrigerators in Canada are these officials of the two companies. Seated at the center of the table is Edouard Roy, Bedard president. To the right is Charles J. Gibson, president of the American firm. To the left is Thomas Z. St. Laurent, Bedard general manager.

Silex Guarantees Sales On Its New Assortment

Details of a plan under which retailers are guaranteed sales of the merchandise contained in a "balanced assortment pack" of coffee makers have been announced by the Silex Co. Dealers who purchase the assortment and adhere to certain provisions which accompany the deal are guaranteed that Silex sales in that period will be equal to the list value of the merchandise purchased in the pack. Silex guarantees credit on unsold items to dealers whose sales at the end of six months do not equal this list value.

"We firmly believe that by following the principles of display and demonstration and by stocking a representative assortment of Silex merchandise, the dealers of America will return to this industry the basic salesmanship that has been lacking in the past few years," Sam Del Russo, advertising and sales promotion manager for Silex, said in explaining the program.

The deal will have a total list value of \$63.08 plus \$1.62 federal excise tax. Dealers receive the full case 40 percent discount which makes their cost for the entire deal, including federal excise tax, only \$39.47. Each pack contains a display.

Universal Campaign Opens During Housewares Week

Landers, Frary & Clark's promotional campaign on electric housewares, which is scheduled to run through spring and summer, will break with National Electric Housewares Week in April. The campaign features the use of electric housewares for year around living to complete the trend towards informal homemaking.

Peter Hunt, creator of new furniture designs, has created a new "hutch cupboard", which holds a complete assortment of Universal

electric housewares. It is available to Universal dealers. Over five feet high, it is completely self-supporting and is especially designed for interchangeable cards that tie in with spring and summer sales events.

Announcement of the Universal spring campaign will appear in the April 15 issue of the *Saturday Evening Post*. A full-color, double page spread will be used.

Animated Display

The mechanized kitchen has arrived.

Crosley Corp. is now exhibiting an animated combination electric kitchen and bath display. It cost \$25,000 and includes an electric range, refrigerator, freezer, custom cabinet sink, wall and base cabinets and a water heater. There are 80 working parts of animation and six recordings on separate turn tables running simultaneously, but playing only when required.

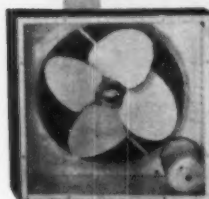
The elaborate hydraulic system which controls the display is as complicated as that of a B-29.

Hotpoint, GESCO to Build Model House of the '50s

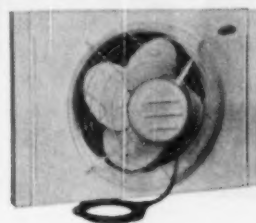
A model home which will be developed and built "from the inside out", giving primary consideration to internal functions and comfort, will be opened to the public in late spring. Co-sponsoring the project are Hotpoint, Inc., and GESCO, New York, metropolitan area distributor for Hotpoint.

Called the "Hotpoint House of the '50s", the home is to be erected as a practical demonstration to prove that a greater use of electrical labor-saving aids and conveniences can be brought within range of the average family's budget. It will be built at Plandome Mills, Long Island.

Fresh-Air Makers FOR 1950 WILL Sell a Plenty



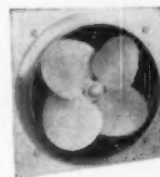
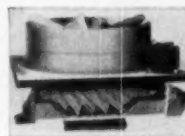
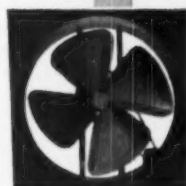
BECAUSE: THEY ARE HIGH
QUALITY FANS WITH NEW
FEATURES BOUND TO BE
POPULAR—TOP PERFORMANCE
—GOOD LOOKS—PRICED RIGHT



Upper Left—24" window fan—cabinet or non-cabinet—for outside or inside—business or homes—water proof motor—a natural for complete ventilation of today's small houses—universal application—practically eliminates installation cost.

Above—A 1950 leader—a low priced, two speed, 16" and 20" window fan with big air delivery—attractive and quiet.

FULL POPULAR PRICED LINE
10"—12"—16"—20"



Over thirty models belt and direct driven fans, automatic shutters and controls, for all popular uses—also large and small centrifugal blowers.

ATTIC FANS
ATTIC-PAKS
EXHAUST FANS
PORTABLE FANS
WINDOW FANS
CENTRIFUGAL BLOWERS
ACCESSORIES



DISTRIBUTORS
JOBBER
CONTRACTORS
DEALERS...

PLEASE SEND FOR NEW CATALOG

SCHWITZER-CUMMINS COMPANY
VENTILATING DIVISION
1125 MASSACHUSETTS AVENUE
INDIANAPOLIS 7, INDIANA
ENGINEERS AND MANUFACTURERS

*of Fine Fans
for 31 years*

THE ECONOMY SIX WALK-IN-ETTE "METAL LINED COOLER"

IDEAL SIZE—tall enough to walk in, yet small enough to fit in 6 x 6 x 6 6

COMPACT—prefabricated in just six, easy to assemble sections

ECONOMICAL—assembly line production assures lowest possible price expert engineering, exhaustive factory testing assures low cost operation



For Complete Information Write or Phone...

UNITED REFRIGERATOR COMPANY
Hudson, Wisconsin

FACTORY REPRESENTATIVES WANTED

National manufacturer of well established line of electronic products, including television, requires the permanent services of several well-qualified factory territory representatives. These men will headquarter in the territories listed below, calling on distributors and dealers. Salary, expenses and attractive bonus policy commensurate with ability and development of markets. If you live in or near any of the cities listed and desire to join a hard-hitting organization destined to go places, write Box RW-2428.

TERRITORIES OPEN:

Detroit area	Minneapolis area
Cincinnati area	Boston area
Cleveland area	New York City area
Dallas area	Atlanta area
St. Louis area	Pittsburgh-Rochester area
Philadelphia-Baltimore area	

Advertising Must Be Baited

No ad is good unless it catches the people who are prospects today, says Ted Peters of the State Distributing Co., Grand Rapids

EACH day we are born again in the way of wants, declares Ted Peters, of the State Distributing Co., Grand Rapids, and a veteran in advertising experience.

"You go home at peace with the world, and next morning you find your washing machine has broken down or you have eczema, or the kitchen has run out of coffee. That immediately makes you a prospect for something. As you look through your newspaper or gaze at the billboards, or listen to the radio, you immediately become sensitive to deals that take care of you in these lines. The day before you ignored them. Now, being in the market, you are interested. That's the way retail advertising works."

Believes in Bait

The Peters concept is that retail advertising must be baited to get immediate action. For example, if it is selling coffee, the proposition presented must make you say, "Whoa" in front of the next grocery store. It must inspire you to action. Copy that merely educates wastes the dealer's time and money. For each dealer is out to catch that percentage of folk who are prospects that day between sunrise and sunset.

There are a number of ways of doing this.

A drop in a standard price. The Davis department store in Chicago once ran the price of washers down from \$125 to \$39 in a series of price drop advertisements, the idea of Herman Price. Each price drop brought in a group of buyers who figured they could not purchase at the higher price. A catch in this sort of thing is that eventually you run yourself out of gas when price won't attract at all. It is



SALES FISHERMAN Ted Peters claims that the advertising hook must be properly baited if it is to pull in those prospects who are in the market between sunrise and sunset.

very difficult to raise the price after it has once been down.

Demonstrations and schools. Expert advice, particularly from outside talent, offers an attractive lure. People like the idea of learning about the product they want and they feel it gives them a chance to look without committing themselves.

Special trade-in allowances. This will attract for a while, but also eventually runs the dealer out of gas.

Unusual displays. Marshall Field, back in the shawl days, used to display shawls selling up to \$750, retail. People came in just to see what sort of an object this \$750 item was. The unusual will always bring in the public,



Another
PROFIT-MAKER
For You

CONCO
PORTABLE
ELECTRIC RADIATOR



RETAILS
Regularly at
\$22.95
4500 BTU

Provides quick, abundant heat where and when wanted!

OUTSTANDING FEATURES

SAFE Underwriters' Approved. Uses no water, steam. Fully enclosed heating element. Even at full heat unit will not cause a serious burn if touched.

FAST Begins heating as soon as plugged in. Consumes 1320 watts, A. C. or D. C., emitting 4500 BTU's per hour, the equivalent of 18 1/4 sq. ft. of steam radiation.

LIGHT Weighs only 28 1/2 pounds. Easily portable, nicely balanced. Compact, size 23" x 7" x 19". Smartly styled.

ECONOMICAL

Costs approximately 2 cents per hour to operate (average rates). Saves on regular fuel in spring, fall, through winter.

101 HOME USES

• IDEAL in nursery, bath, on porch, in basement, bedrooms, laundry, playroom, cottages, workshop. **RIGHT:** Convenient carrying handle folds over to double as handy drying rack.



WRITE for complete information on this outstanding new product.

CONCO ENGINEERING WORKS
Division of H. D. Conkey & Company
Mendota, Illinois

AFFILIATES:
CONCO MATERIALS HANDLING DIVISION
Cranes — Hoists
CONCO BUILDING PRODUCTS, INC.
Brick — Tile — Stone

but it's good only if along the line people are buying. A stuffed bear will attract but won't sell a washer.

Combinations. A Peoria firm a few years back tied in anti-freeze at cost with the purchase of an appliance. The idea was to hook up something that was very timely and needed with an ordinary item.

Special wrappings. A Dallas department store did a big business once in offering a free gift wrapping with a purchase. This pulled particularly well around holidays.

Special anniversary propositions. Candy, for example, sells better in a heart-shaped package around Valentine's Day. An offer to deliver at any given time or place is often very potent medicine in getting the sale of something with which to surprise mother or the family. During the 30's this offer was a big closer with a Midwest firm. Night delivery, they called it, but it meant dropping the merchandise at the exact minute the family wanted it in the home.

Celebrity tie-ups. Mary Garden, the opera singer, used to autograph pianos which were sold as the piano that Mary Garden used. The ice box that a movie star got his beer out of, the waffle iron that baked for a cinema actress, all have glamor appeal that people like to brag about. Hollywood is perpetually selling diamond rings that were originally worn by so-and-so, the famous beauty. Some folks think that glamor rubs off on them.

Rental deals. It is idiotic for a dealer to get all his stock rented out, but very often if you can get a sure-fire item into a home that can afford to buy it, a rental deal will break the ice for the sale.

Made to measure specials. People like deals that fit their requirements. Many a firm has gone places by including alterations, measurements, estimates and the like. This made to measure angle is always an attraction.

Premiums such as towels offered a while back in a Bendix campaign. A premium calculated to suit the type of prospect you want has the advantage of giving you the opportunity to withdraw it without appearing to cut the price.

The Ted Peters idea is to offer something that can't be had if there is a delay. This is the tie-in that raises retail copy to pull popularity. **End**



"COME ON, BILLY—IT'S MY TURN!"

Something Newer and Better IDEN 550-PILLOW FURNITURE PAD

SIZE BEFORE
QUILTING 72"x80"



\$46 DOZ.

15 to 50 dozen
@ \$43 per doz.

ALSO 54" x 72". PER DOZEN \$37. LARGE LOT @ \$35.

Here is a noteworthy, trustworthy, advance in FURNITURE LOADING PADS. IDEN PADS are sewn every three inches in both directions. This produces a fully quilted Pad, which in effect is made up of 550-PILLOWS, each three inches square. These cotton-filled pillows (sandwiched between covers of 3.95 Drill) drape to fit every curve, corner and contour of the load. Deliver your Refrigerators, Deep Freeze Units, Gas and Electric Ranges, Television Sets, Radios, Washers, etc., in perfect condition. Prevent mars, dents, and scratches. The money you save in returned merchandise and repair costs will make the cost of your IDEN 550-PILLOW PADS insignificant.

IDEN 550-PILLOW PADS are pleasing in appearance also. They are Brown on one side and Green on the other. Your firm name will be silk-screen printed in white on each pad. **NO EXTRA CHARGE.**

IDEN COMPANY also makes Form Fitting Pads for Refrigerators, Ranges, Washers, and Furniture. Canvas Specialties made to your specifications.

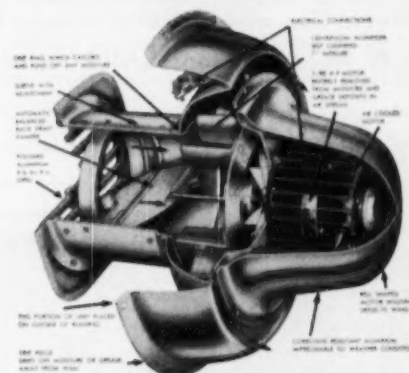
When ordering your IDEN 550-PILLOW PADS please let us quote on your other requirements also.

We Canvas the Country

WHEN IT SAVES ONE DENT
IT'S MONEY WELL SPENT

IDEN CO.
1807 E. H. Milwaukee Ave.
Chicago 47, Illinois

THE Kitchen-Aire EXHAUST FAN Is DIFFERENT . . . !



Different, because it is **FIRE-SAFE**, grease laden air is NOT drawn over motor; Different, because intake grill may be mounted above cooking range even on inside wall;

Different, because ordinary 6" stove pipe will serve for making connection between intake grill and exhaust fan;

Different, because it is **QUIET**, operating mechanism is mounted **OUTSIDE** the wall;

Different, because it is weatherproof, back draft damper protects against heat loss, operating mechanism is housed in corrosion-free aluminum.

Yes, the Kitchen-Aire is different. It is electrically operated, can be installed anywhere in new or old houses, keeps kitchens cool and odorless, bathrooms and recreation rooms fresh and basements dry. Underwriters Approved. Advertised in Better Homes and Gardens. A fast seller! Inquire today!

STEWART MANUFACTURING COMPANY

3202 E. Washington Street

Indianapolis, Indiana

He Sells the Atom City



MAY'S LOS ALAMOS BRANCH is housed, together with a drug store, newspaper office, radio station, grocery store, bank, movie house, and department store in this new \$4-million community center.

Suppose you were the only appliance dealer in a town of 9,100 where the lowest annual income is \$3,350. A lead pipe cinch? Bernie May of May's Music Co., who operates a branch in Los Alamos, N. M., says people still have to be sold

By CLOTILDE G. TAYLOR

SOLE representative of the electrical appliance business in a city of nearly 9100 people plus another 3,000 workers commuting from Santa Fe, with no unemployed and with incomes averaging \$3500 and up per year, is the Los Alamos branch of May's Music Co., whose main Albuquerque activities were reported in ELECTRICAL MERCHANDISING for June, 1947.

Los Alamos itself, birthplace of the atomic bomb, is a place of highly ro-

mantic interest. Once the nation's top secret, it is still a highly restricted area about which little has been given out. It is the principal weapons research center of the Atomic Energy Commission. No bombs are manufactured here, but the top scientific experts whose laboratory magic works out atomic progress, both for civilian and military purposes, make this their headquarters for study. Much of the work under way is known only to those who participate in it and its secrecy



NO REFRIGERATORS or ranges are carried at May's because the government furnishes these to all residents. But May's still does a big business in other items. Volume of the branch is one-fourth that of entire May organization.



ONCE A STORAGE ROOM, this space has been converted to display of radios and larger appliances. May's trucks are kept busy plying the highway to Albuquerque to maintain stock; there is no more storage space at the branch.

is maintained by strict supervision. It is a closed town, surrounded by a guarded fence, with only one road of approach. Admittance is by pass only.

Only those employed in the project and those serving them are allowed to live in the city. Residents are allowed visitors, but each guest must be properly identified and vouched for and must carry with him at all times the visitors' pass issued to him by the security division.

From Barracks To Modern City

Until a short time ago the town was not planned to be a permanent city, but with the passage of the Atomic Energy Act in January, 1947, which placed the Atomic Energy Commission in control of what had been a part of the army's "Manhattan Engineer Project", plans were made to turn this mountainside community into a normal and model city. Many of the early barrack-type buildings still remain, but in the residential area there are now many attractive stucco bungalows of varying sizes, duplexes and neat apartment houses of ultra-modern design. These are planned scientifically with relation to schools and shopping district for maximum convenience.

At present the town is in the process of rapid growth. During 1948, work was completed on construction of 826 houses and 176 apartments. Army barracks were converted into dormitories. Construction is in progress on 462 additional homes, with future plans for 400 new housing units. By 1950 dormitory accommodations will be complete for an additional 600 single people. A \$3,000,000 hospital and a \$2,000,000 high school are under way. A trailer city houses a sizable group of people who prefer to live in this manner. Safety precautions are constant and adequate and the community has an excellent record in this respect.

One Electric Store in Center

To serve this growing city, a shopping center has been constructed. Here in the heart of the town, one shop of each kind is provided, allotted to business firms on a concession basis. The awards were made on the basis of competitive entries from all over the country. With the purpose of securing good service in every department to the citizens of Los Alamos, the criteria upon which decisions were made were: financial responsibility, unimpeachable loyalty, good lines of merchandise and the ability to obtain them, and a reputation for business enterprise. In this competition, Bernie May and his general manager, Norman Butler, of May's Music Co., Albuquerque won the electrical concession, his firm being one of three New Mexico enterprises represented. Others among the 21 concessionaires came from as far away as Michigan.

The buildings which house the enterprises are provided by the city. Designed by W. C. Kruger and associates, this community center is focused about a two-acre plaza which later is to be converted into a park, forming an attractive landscape feature and a place where shopping parents may leave their children to play. No automobiles are allowed within the area, ample parking space being provided on the

outskirts. The buildings, which include an auditorium, recreation hall, cafeteria, theatre, post office and other facilities, as well as the stores, are all connected by loggias, so that in inclement weather it will not be necessary to leave cover in order to satisfy all shopping needs. The enterprise is conducted by the ZIA Co., together with the Atomic Energy Commission. Carroll Tyler is manager of Sante Fe Operations, A.E.C., which includes Los Alamos. Earle D. Sullivan is director of community affairs, and Carl G. Nottrott concession manager.

The store provided for the electrical and shopping center is highly attractive, finished in concrete and stone, with redwood trim, in the picturesque architectural style native to New Mexico. Construction is permanent of the highest type, so that it takes the lowest insurance rate available in the United States. A sales room is provided, together with an adjacent room for storage. The activities of the May Music Co. have already become so extensive that this space also has been converted to selling and display of radio and television, stock being maintained by regular trips of company trucks from the company's main warehouse in Albuquerque. A perpetual inventory system is maintained, replenishments being made as appliances are sold.

Grand Opening Last October

Grand opening of the community center, in which the May Co. participated, was on October 11 of last year. For the event, Bernie May chartered a bus and took his entire staff from the Albuquerque store, plus interested wholesalers and special visitors, to his new branch. A music program was furnished as principal attraction, appropriate to the firm's musical interests. Other merchants provided entertainment or refreshments. Practically the entire population of Los Alamos turned out, May's recorded attendance being well over 2,000 visitors that first night.

The business is under the direct supervision of Bernie May and his partner, Norman Butler, with Mr. and Mrs. Earl Paasch in residence as store managers. The firm handles a complete line of electrical appliances and musical instruments, with the exception of electric ranges and refrigerators, which items are furnished to residents by the government as part of their housing facilities. Washing machines, radios and phonographs have thus far proved to be the biggest selling items. Meeting the requirement that concessionaires handle quality merchandise, the slogan of the firm has always been, "Proudest Names in Music, Greatest Names in Appliances." Among the lines handled are Hoover, Easy Ironite, Bendix, Frigidaire, Zenith, Philco, General Electric, Magnavox, and Motorola. Proctor, Manning-Bowman, General Electric and Westinghouse are names represented among the small appliances.

Good service and active promotional enterprise were the outstanding factors which helped to win this opportunity for the May Co., and these have been maintained from the start in the Los Alamos store. Servicing has al-

(Continued on next page)

A PRIZE PACKAGE FOR YOU

SIMPLY PLACE A SMALL INITIAL ORDER FOR FAMOUS

APPLIANCE

SNO-BREZE
AIR COOLER
SALES
AGREEMENT

SNO-BREZE

AIR COOLERS

We give you all the information and material you need to understand and promote this highly profitable business.

HERE'S THE
SNO-BREZE IS
NOT JUST A FAN
IT COOLS
THE AIR TOO!



PACKAGE
Retail from
29⁷⁵

- Tested and proven Sno-Breze units fully guaranteed.
- Complete selling, installing and servicing details.
- Eye catching, interest arousing animated display.
- Counter cards, string tags and direct mail material.
- Mat service and cooperative advertising program.
- 100% company paid newspaper ads in leading markets.
- Heard on several coast to coast radio networks.
- Seen in LIFE, TIME, BETTER HOMES & GARDENS and other leading national consumer magazines.

Get ready NOW to Snow-ball your profits with Sno-Breze.

Palmer

MAIL COUPON TODAY FOR FULL DETAILS

MANUFACTURING CORPORATION
PHOENIX, ARIZONA DEPT. M-1
Branches in Los Angeles, Cal., Dallas & Lubbock, Texas

Please rush details on Sno-Breze sales package

We are dealers ☐ Distributors ☐

FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

41 YEARS AIR CONDITIONING LEADERSHIP



TV AND RADIO Wrapabout

protection plus...easy, efficient handling



Wrapabout protection for your TV and radio sets costs so little, yet it's worth so much. It's all-round protection, insured by heavily-padded canvas outside—soft, scratchless flannel inside. It's versatile protection...each Wrapabout adjusts to a variety of sizes. Wrapabouts fasten securely and fast...make delivery or service handling easy and swift. Wrapabouts pay for themselves in no time by adding efficiency in your operations...by assuring customer satisfaction on deliveries and pick-ups.

WEBB MANUFACTURING COMPANY, 2918 N. 4th St., Phila. 33, Pa.

Send Wrapabout prices and information on

frigid (television) set model # _____ make _____

Name _____

Address _____

City _____ State _____

BIGGER TV & RADIO REPAIR PROFITS

they're yours with a
PHOTOFACT
Service Data Library

**Saves Time
Boosts Output
Simplifies Work
Cuts Parts Stock**
Proved in Hundreds
of Service Depts.

Your service department will show bigger profits with PHOTOFACT on the job! It's the only service data based on actual laboratory analysis of the receivers it covers. Uniform, accurate, complete—it helps your men turn out more jobs in less time! It standardizes proper servicing procedures, cuts errors, simplifies your parts inventory—pays for itself because it guarantees bigger repair profits!

**FREE
PROOF!**

We'll Send you a FREE
Photofact Folder on
any postwar receiver
WRITE TODAY!

Learn for yourself—at our expense—how easily PHOTOFACT earns bigger repair profits for you! Ask for a FREE Folder covering a postwar AM, FM or TV set of your choice. Examine it. Use it—then judge for yourself! Write for the FREE Folder today!

HOWARD W. SAMS & CO., INC.

2203 EAST 46TH ST. • INDIANAPOLIS 5, IND.

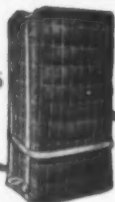
ORDER BY MAIL AND SAVE! Eliminates Damages and Costly Claims

NEW HAVEN QUILT & PAD CO.

PADDED APPLIANCE COVERS

REFRIGERATOR
COVER \$13.95

Carrying harness
extra. Waterproof,
padded. Adjustable
to fit 4 to 10 Cu. Ft.
boxes. Wraps
around completely.



WASHING MACHINE COVER

\$9.00

Gives complete protection. Padded, waterproof. Height 49", diameter 21".

Covers for Automatic Washers. Only \$8 ea.



GAS AND RANGE COVER

\$12.00

Easy to slip on and to remove. Fits over back guard, too. Width 42", depth 28", height 42".



NEW HAVEN QUILT & PAD CO.
America's Largest Quilt Manufacturers
82-84 Franklin St., New Haven 11, Conn.



ENTIRE STAFF of the main Albuquerque store was on hand on opening night to handle 2,000 visitors. Continuing promotions, demonstrations and evening programs have kept customers coming into the store.

He Sells the Atom City

CONTINUED FROM PAGE 243

ways been an important feature of the company's operations. Here it is handled by a service man with a truck on certain days of each week from Albuquerque to the Atomic City. The truck is outfitted so that minor and many major problems can be handled on the spot. Radio sets, musical instruments and some appliances are taken to Albuquerque for shop attention.

Promotions have been active from the very start. No house solicitations are allowed under rules of the concession, but calls can be made on customers by personal appointment. The firm has also found that it is easy to bring people into the store. Demonstrations and evening programs have proved effective traffic builders. A recent demonstration of ironers and automatic washers brought gratifying results in attendance and later sales.

In celebration of May's first birthday in the city of Los Alamos, a very unique goodwill party was planned for the purpose of attracting people into the store. The hundreds who attended received a serving from the largest cake ever baked in Los Alamos. Many special birthday values were offered to the people and all were entertained by May's popular radio artist of the Hammond organ. This event was publicized by a four-page tabloid printed by May's and mailed to each home in Los Alamos.

On another occasion the advent of a new Magnavox line gave opportunity for a radio night at the store. A manufacturer's representative was present, and one entire room of the store was given over to display of the new sets. Attendance was good and sales excellent. Similar promotions featuring appropriate electrical or musical items are planned for every month in the year.

Advertising is done locally and in Santa Fe papers, with a complete mailing to all residents at least once a month. Lists of Los Alamos dwellers

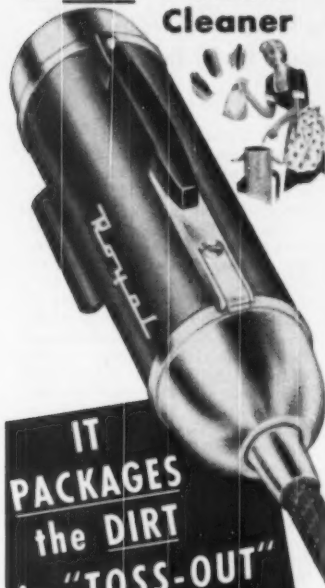
are available to concessionaires for direct mail use. Of necessity these consist of employees of the laboratory and those who serve them, as once employment terminates, the individual is no longer eligible for residence in the city. Results of this is that every home has full employment and a guaranteed income.

Branch operation is new to Bernie May, but so attractive was the layout here, that he could not miss the opportunity—and he is now enthusiastic over the unique features of the operation. As early as last December the business of the Los Alamos store for this one month had reached 75 percent of the total sales made by the entire Albuquerque store during the whole year of 1933—and purchases went up rather than down during the post-Christmas period in 1949. The partners estimate that the Los Alamos business will furnish about one fourth of the total for their firm and all advertising and business promotions as well as allocation of overhead are made on that basis.

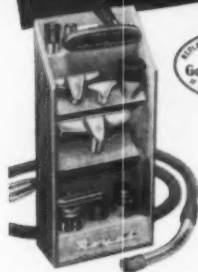
Los Alamos is limited in size, but it is a community of high incomes, no unemployment and no competition. It is a young city—most of the scientists and workers being well below middle age. Children are numerous. All these are favorable selling factors—nevertheless, enterprise is called for.

It was on the basis of the success of the May Music Co. in Albuquerque that it won the concession—and it is Bernie May's energy and background which will insure the continuing success of the branch. "Up and Atom," the amusing name of a recreational organization of atomic scientists, might well be May's business slogan. "Atomic" in recent years has taken the place of "stupendous" and "colossal" as the favorite word to express outstanding success. It may be said the operation, in this sense, as well as geographically, is "atomic". End

ROYAL Announces A NEW Vacuum Cleaner



IT
PACKAGES
the DIRT
in "TOSS-OUT"
Paper Bags



Guaranteed by
Good Housekeeping

* Accessory kit for
using paper bags
with ROYAL Model
290 supplied com-
plete at small cost.

ROYAL'S new "Toss Out"
paper bags solve the prob-
lem of dirt disposal. Result
—every woman who sees the
new "290" wants it. It has
everything a vacuum cleaner
should have.

See your ROYAL Distrib-
utor—see the "cylinder"
cleaner of the year, the
incomparable "290".

ROYAL "UPRIGHTS"
Unmatched for value—a full
range of models and prices.
Ask your ROYAL Distributor.

ROYAL VACUUM CLEANER CO.
Cleveland 8, Ohio
CONTINENTAL ELECTRIC CO.,
LTD.
Toronto, Ontario, Canada



"TALKING ROASTER," promotional de-
vice developed by The Swartzbaugh Mfg.
Co. for their line of Everhot electric roast-
ers. Sound slide film in full color entitled
"Conversation Unlimited" appears on
screen when you turn the knob.

Seven Factors Sustain Appliance Sales in '50

Seven economic factors should
act to sustain a high level of sales
for appliance retailers in 1950, Fred
J. Walters, vice-president, Hotpoint,
Inc., told a meeting of the com-
pany's district field organization re-
cently. He listed the seven factors
as low inventories, veterans' re-
funds, high production, continued
investment and construction, govern-
ment support of farm prices,
possible tax reductions and stable
prices.

He called attention to four basic
marketing objectives which Hotpoint
is seeking in 1950. They include 1) a
sales volume increase of approximately
30 percent over 1949; 2) improved
company standing in the industry on
refrigerators, ranges, water heaters
and automatic clothes washers; 3) im-
proved marketing and distribution ef-
ficiencies; and 4) a retail outlet struc-
ture strengthened through the addi-
tion of major department and furni-
ture stores and "Main street" dealer
locations.

D. E. Anderson, manager of Hot-
point's key account division said that
the firm's drive for new major de-
partment store would be accelerated.

D. R. Anneaux, manager of the
utility division, told the group that
renewed interest by electric com-
panies in advertising, promoting and
merchandising appliances would have
a broad stimulating effect on national
sales pattern.



PHONOGRAPH ALBUM with record
playing 2-minute message from Starrett
Television Corp. Album measures 8" by
9-3/4", four color cover printed with Star-
rett Warranty. To be given by dealers
with every set sold.



These Sales Clinchers
Will Help You Do Better
with **BURKS**
WATER SYSTEMS

• BURKS Dual Purpose Water System

Same pumping unit. To change from shallow well to
deep well system an inexpensive EDUCER is added.

• BURKS LIFE-LOK Feature

This is the feature that causes Burks Systems to last
40% longer than other similar systems. A very power-
ful sales maker.

• NATIONAL MAGAZINE ADVERTISING

Burks Water Systems are advertised constantly in all
the leading National and Sectional Farm Magazines
and Shelter Magazines. All inquiries are forwarded to
Burks Dealers.

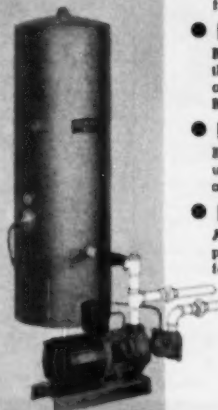
• LOCAL NEWSPAPER-RADIO ADS

Burks supplies a wide variety of newspaper ads for
use in Dealers' community papers. Radio commercials
are also available to Burks Dealers.

• DEALERS' MAILING CAMPAIGN

An effective mailing campaign is sent to Dealers' Pros-
pects, to fully acquaint them with the Burks System
features.

Burks Dealers are supplied with a wonder-
ful water system, then given the kind of
sales helps that mean profitable business.
You can do better with BURKS. Write—



DECATUR PUMP CO.,

51 Elk St.

Decatur 70, Ill.

There is No Finer Water System Than a **BURKS**



OFFERS...

LARGER CAPACITY

in less space

LOWER PRICE

per cubic foot

The 8, 15 and 23 cubic foot
CHILL CHESTS... advanced in
design and engineering features
... give big food storage capa-
city. They are no larger outside
than most 6, 12 and 20 cubic
foot freezer cabinets. Priced to
compete with these smaller sizes,
CHILL CHEST gives you a distinct
sales advantage — Lower Price
per cubic foot!

Get the details NOW about
the 1950 CHILL CHEST Program.

WIRE, PHONE OR WRITE

REVCO, INC.
DEERFIELD, MICH.



15 CU. FT.
Heavy Duty

AIR-FLO MODEL
A-555
AUTOMATIC SHUTTER
WEATHER-SEALED



FRONT VIEW—CLOSED

**It Leads the Field
In Features**

There is every reason why you should
use AIR-FLO shutters on your jobs. New
heavy reinforcement strip adds strength
and long life to the louvers, assures quiet
operation and perfect counterbalance,
prevents rattling. Aluminum louvers open
fully, permitting capacity for operation.
Deep shroud protects shutter from high
winds. Tie-rod, brackets and bearings
inside frame, not exposed in weather.
Special finish resists corrosion. Many
other features. Write for illustrated cata-
log 42-A of the complete AIR-FLO line.

**AIR CONDITIONING
PRODUCTS CO.**

2340 West Lafayette Blvd.
DETROIT 16, MICHIGAN

NEW! AMAZING! SENSATIONAL!

The Only Coin Meter
with the "Carry Back"
Bank!



INTERNATIONAL'S METER-MATIC BANK-METER

The new Model M30 Bank Meter will revolutionize meter selling of household appliances. Model M30 METER-MATIC features a removable coin bank which the customer brings in to your store once a month.



- Customer must pay daily as meter shuts off current.
- Customer removes coin bank once a month and brings to store.
- Coin bank CANNOT be opened by customer.
- Prepayment feature allows appliance to operate while coin bank is being brought to the store.
- Appliance will not operate with bank removed except when meter is prepaid.
- ELIMINATES COLLECTION COSTS.

WRITE TODAY -
FOR
COMPLETE DETAILS!

INTERNATIONAL REGISTER CO.
2626 W. Washington Blvd.
Dept. 350-S Chicago 12, Illinois

NEW
LOW PRICES
NOW
IN EFFECT!

METER-MATIC

GREATEST NAME
IN COIN METERS

ELIMINATES COLLECTION COSTS



CUSTOMER REMOVES COIN BANK FROM METER AND BRINGS TO STORE ONCE A MONTH.



SEALER REMOVES COIN BANK FROM METER AND RETURNS TO CUSTOMER.



CUSTOMER BRINGS COIN BANK TO STORE ONCE A MONTH.

Advantages of Electric Cookery Explained to EWRT Audience

Selma Andrews, Dorothy Shaw, Grace Deibig,
Margaret Davidson open fifth workshop

The advantages of electric over gas cookery was the topic of a talk given by Miss Selma M. Andrews, manager, Hotpoint Institute, at the opening meeting of the Electrical Women's Round Table 1950 Workshop for Electrical Living, held at the General Electric Auditorium, 570 Lexington Ave., New York City recently.

Said Miss Andrews: "Cooking on today's modern electric range is fast, clean, safe, healthful, convenient, cool, time-releasing, economical and gives quality performance."

The fast heating surface units in modern electric ranges with their flattened coils to give maximum contact with cooking utensils were compared in efficiency with city and bottled gas range burners by Miss Andrews.

"Instant heat electric surface units now available will boil water in less than four minutes with an efficiency of 66 percent," she said. "It takes longer on city and bottled gas burners, and the efficiency is only 36 percent."

"The electric unit supplies heat only," she added. "There are no end-products of combustion."

Hot and Even. Comparing broiler and oven cookery performance, Miss Andrews pointed out that "today's 4000-watt open coil broiler units attain temperatures at broiler settings of from 1600 to 1800 degs. F. at the coils; with the addition of a reflector above the broiler coils now available in some ranges, the broiler unit becomes even more efficient, providing heat output comparable to the best charcoal broilers. Electric broiler design also permits even heat distribution over a wide area. This is impossible with the centralized heat source of a gas broiler."

"In the electric oven, heat loss is kept to a minimum by proper venting and insulation. In the gas range heat losses are extremely high. Venting areas alone run from 2 1/2 to 4 times larger than those used in electric ovens. And electric ovens are insulated on all six sides, while with gas it is impossible to insulate the bottom of the oven, because of the need for air to support the open flame. All this affects the speed in heating the ovens, and results in a great loss of heat which escapes into the kitchen, making it a hot, uncomfortable place to work."

Electric Housewares. Dorothy Shaw, *Woman's Home Companion*, in "Appliances Around the Clock," demonstrated how versatile electric housewares can become in the preparation of meals from breakfast to late evening snacks.

Related Equipment. Grace Deibig, Westinghouse Corp., described the latest findings for reviving packaged frozen foods to retain their palatability and nutritive value.

Margaret Davidson, *Ladies Home Journal*, showed by comparison and demonstration that it helps to have flat bottomed, straight sided, shining bright pans that fit range burner

units. Barbara Sampson, General Foods Corp., demonstrated the new cake and pastry mixes and how they can be used to simplify appliance demonstrations.

The 1950 Workshop for Electrical Living is the fifth educational project sponsored by the Electrical Women's Round Table of New York, and is devoted this year to related equipment which adds to the efficiency of electrical appliance use. Helen Thackeray, General Foods Corp., heads up the Educational Committee for 1950 as chairman. Erna Fisher, Hartford Electric Light Co., Hartford, Conn., acted as chairman for the first session reported above and Harriet Gormley, Westinghouse Corp., was the co-chairman. Over 150 women have registered for the four-session course extending from January through April and include home economists from utilities, distributing organizations, department stores and manufacturers' representatives, as well as home economics instructors in several of the eastern colleges.

G-E Distributors Hold First Post-War Meeting

H. L. Andrews, vice-president in charge of General Electric's appliance and merchandising department told a three-day meeting of the firm's distributors last month that the appliance industry will sell a total of 41,390,000 units in 1950. The session was the first of its kind since the war.

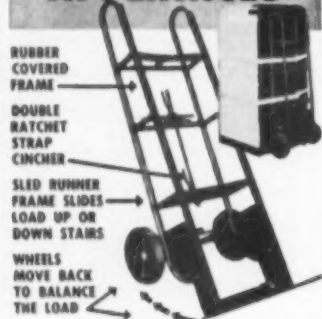
C. R. Pritchard told the distributors that their sales volume in the coming years depended on their ability to "promote and sell aggressively labor-saving appliances as necessities and not as luxuries." He predicted that for 1950—"and for some time to come, we will see the most competitive situation we have ever met in this industry at all levels."

The group also heard John Miller, manager of the G-E product service division, describe a new packaged training program which has been prepared by the company. Mr. Miller urged the distributors to organize training meeting for all servicing dealers.

I. P. Pruitt, manager of the G-E Home Bureau, predicted that the day is coming when every new home built by real estate developers and contractors will incorporate and be sold with a completely equipped kitchen.

C. E. Anderson, manager of the home laundry equipment division, announced that the company will triple the output of its Trenton automatic washing machine plant in the next several days. He predicted industry sales of automatics in 1950 would rise to 850,000 units.

ONE MAN Instead of two DELIVERS APPLIANCES*



*PAYS FOR ITSELF IN A WEEK because one man can handle appliances weighing up to 800 lbs. Wheels swing forward to slide truck under the appliance; swing back to center the load. Sled-runner frame slides up and down stairs, in or out of truck. Appliance is strapped on and cinched tight with ratchet cincher. Rubber pads protect appliance. Order yours today... only \$48.50

COLSON EQUIPMENT & SUPPLY CO.
1317 Willow Street, Los Angeles 13, Calif.

Eastload
APPLIANCE TRUCK

WAHL DRYERS CLIPPERS and VIBRATORS

Mean EXTRA PROFITS
FOR YOU!

WAHL HAIR CLIPPER

Ideal for all the family haircuts, necktrims, on the legs and under the arms. Professional model, small and compact. Easy to use... no experience necessary. Silent, smooth running. List only \$9.75.

WAHL Silent HAIR DRYER

Perfect for men, women and children's hair. Dozens of extra uses in drying hair, lingerie, film negatives, etc. Hot or cold air. Instant heating, silent, lightweight. Detachable stand. List only \$9.75.

WAHL "HAND-E" VIBRATOR

For smoothing, relaxing massages. Powerful, penetrating vibrator housed in attractive sanitary case. Contains four applicators... for face, scalp and body use. List only \$6.50.

GUARANTEE

ALL WAHL PRODUCTS carry this outstanding guarantee... for YOUR protection!

"We agree to repair or replace FREE of charge, for ONE YEAR, any WAHL product which does not give perfect satisfaction."

WRITE TODAY DEPT. EM50

WAHL clipper corp.
STERLING, ILLINOIS

**YOU GET
A SOCK FULL
OF PROFIT**

**SELLING
Viking
WINDOW FANS**



**WITH
LONGER
PROFIT
MARGINS**

Viking

AIR CONDITIONING CORP.
5601 Walworth, Cleveland 2, O.

Send me facts about the longer margin for extra profit on Viking Window Fans.

Name
Company
Street
City Zone State

NEW LITERATURE

Sylvania Television

A personalized selling aid for television sets has recently been developed by Sylvania Television and is recommended to all their dealers and distributors. It consists of a large map, which gives the prospective set owner all the information he wants on television in his area. Colored crayons located major landmarks, especially high structures that might affect reception in the set owner's home. The map will explain in non-technical terms how expert installation will provide the best possible reception.

Westinghouse Electric Corp.

A new catalogue on educational aids for power supplier rural youth programs has been announced by the School Service Dept. of the Westinghouse Electric Corp. The 12-page catalog describes 35 free and low-cost pamphlets, booklets, and motion pictures, including Electrical Ideas for Better Farming, the 4-H Electric Program Demonstration Handbook, Productive Power on the Farm series. May be had free.



12-PACK DISPLAY CARTON for Cory glass filter rods. Measures 6½ x 8½ in. and stands 10 in. high. Top folds back into two color Cory glass coffee brewer with rod fitting into die cut slots showing actual working position.



SHAVES ACCESSORIES for Schick electric shaver contained in this display cabinet. Contains 6 shearing heads, 6 shaver cords, 6 lubrication kits, and 12 packages of brushes, with total value of \$37.50. Dealer pays \$24.38.

FIND

"We have been selling, through our appliance stores, Thermogray Electric Water Heaters for over twenty years. For the twenty-year period including 1948, we have sold 8,942 Thermogray heaters and during that time, according to our records, we have only replaced 257 tanks or 3.71% of the total."

Utility Executive's letter available on request.

OUT about Thermogray

ELECTRIC WATER HEATERS

● Build your electric water heater sales during 1950 with Thermogray... the heater that offers the most water heater per dollar in America today... and has the Inside Story to prove it. Increase your profits in the water heater market with the full Thermogray line (40 to 140 gal.)... the heater which has been growing in popularity for more than a quarter century. Write, wire or phone.

THERMOGRAY COMPANY
Jefferson, Iowa

ORDER NOW

For extra sales...

extra profits



America's MODERN line of quality ICE CREAM FREEZERS

Never before in the 100-year-old ice cream freezer business, has a manufacturer offered truly modern merchandise... plus modern merchandising helps for dealers... until now. Porter freezers are of the best modern design and manufacture—sturdy, attractive, light-weight, efficient.



BACKED BY MODERN MERCHANDISING

Porter gives dealers all the materials they need to make sales faster and easier. Write for folder illustrating 1950 line and dealer selling aids.

WRITE TODAY

THE J. E. PORTER CORPORATION
America's Largest Manufacturers of
Home Ice Cream Freezers—82 Years Old
594-1 BROADWAY, OTTAWA, ILLINOIS

New 12-Gallon PROFIT MAKER WATER HEATER by MODERN



Plug in type—115 v. 40.
Full 12 gal. capacity.
Black heat shield type—safety elements—heat "switch" off fire tank exhaust.
Adjustable super insulating wrap when the heater.
Double thick vapor seal heat lock insulation.
Retail cost only \$55.00 & factory.
Magnesium Anode and 10 year tank warranty at slight extra cost.
Ideal for summer cottages, motels, apartments, small shops, drug stores, hospitals, etc.

MODEL A-12

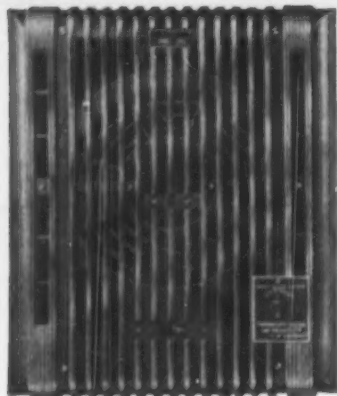
Other models in 5½, 20, 30, 55, 66 and 82 gallon capacities.

MAIL COUPON FOR FULL DETAILS

MODERN WATER EQUIPMENT CO., Dept. EM
West Chicago, Ill.
Send details and prices on your water heaters.

Name
Company
Address
City State

No matter what your customers want in wall inserts, wall attachable and portable space heaters
You've got it **HEETAIRE**
IF YOU SELL



SERIES 250 HEETAIRE... 1500 TO 3000 WATTS
WITH OR WITHOUT BUILT-IN THERMOSTAT

DEALERS... Write us for your free "GUIDE TO QUICK HEATING"—and the name of your nearest HEETAIRE wholesaler.

WHOLESALE... We'll be glad to send you the complete HEETAIRE sales-and-profit story—and the name of our representative in your territory.

The HEETAIRE Line gives you ALL of these:

- ★ Radiant Heat
- ★ Black Heat
- ★ Fan-Forced Heat
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- ★ 1000 to 6000 Watts
- ★ Wall Inserts
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- ★ Portables
- ★ Built-In Thermostats
- ★ External Thermostats
- ★ Nuchrome Finish
- ★ Graytone Finish
- ★ Ivory Finish
- ★ 115-120 and 220-240 Volts
- ★ Underwriters' Laboratories Seal



MARKEL
ELECTRIC PRODUCTS, INC.

145 SENECA STREET

LA SALLE
LIGHTING PRODUCTS, INC.

BUFFALO 3, N. Y.

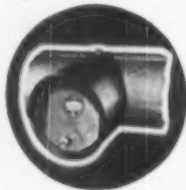
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FOR THE FINEST
STOVES • RANGES • WATER HEATERS

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and Ranges
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Pre-set or adjustable, 6" Tee for space heaters with 6" outlets, or 6.7" Tee for heaters and ranges with 7" outlets, 24 gauge Tee and stub, 24 gauge ring. Stub 5" to Tee, Tee 10". For horizontal or vertical installation. Built to the famous Field design—more accurate, more sensitive for finer performance, greater economy.

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Heating Units
field
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FIELD Type "M" Controls serve you two ways: First, as standard equipment on most automatic heating equipment, they help assure greater customer satisfaction through precisely accurate control of drafts. Second, the Barochek model offers an opportunity for profitable sales to hand-fired homes, offering fuel savings up to 25%, greater safety, longer furnace life, more even heat.

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Up and Down Steps... Over Obstructions...
Rolls Smoothly Over Flat Surfaces



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HAND TRUCKS



Model S-2-S-T

- Patented Roller Bearing Crawler Tread
- Sturdy Construction — Aluminum, Steel or Wood
- Safety Straps
- Patented Strap Tightener



Never have you or your men experienced such complete utility with comfort as that offered by the Escort hand truck. No lifting... no fatigue. Carries a full load safely up and down steps, over obstructions. This truck simply crawls over on roller bearings.

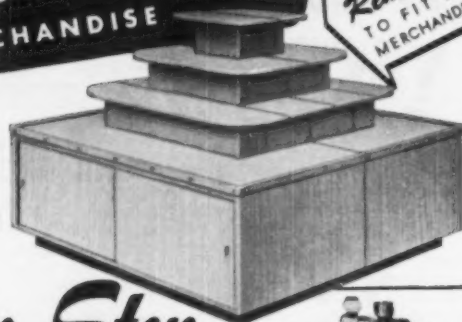
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Stevens Appliance Truck Co.
ONE SAVANNAH ROAD
AUGUSTA, GEORGIA

Sell More
MERCHANDISE

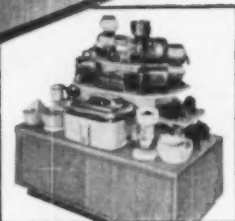
INDIVIDUAL
STEPS ARE
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TO FIT THE
MERCHANDISE

WITH
New,
MODERN



Flexo-Step
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- All Merchandise Displayed where it is Easy-to-See, Easy-to-reach.
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- "Side-Units" Also for Modern Flexible Wall Section Displays.



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Modern Merchandise Displays
Need LIGHTED MOTION!

KASSON Model "712"
Roto-Sho
ELECTRIC TURNTABLES

The ACTION
Display-Way
to Boost
your Sales



MODEL "712" ROTO-SHO'S two-way, built-in electric outlet, permits novel, self-contained lighting effects by means of sliding contacts, as well as operation of electric devices while the turntable revolves three times a minute—lights turn with table! There's nothing like "712" to revolutionize your window trim and stop passersby dead in their tracks. Sturdy, steel construction, guaranteed, it carries up to 200 lbs. 18" diameter table. Allover height just 7". A.C. only.



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agreement...

Your customers will get along like newlyweds with their electrical appliances, if the cord sets are CORNISH... the sure guarantee of perfect contact and long wear... the happy farewell to CORDBELIUM!



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APPROVED BY UNDERWRITERS LABORATORIES

Selected by leading manufacturers...
why not by YOU

A full line of Flexible
Cords for the Repair and
Service industry,
obtainable through
Jobbers and Distributors

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THE SALE THAT MULTIPLIES YOUR PROFIT



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"Profit grows where water flows." Every sale and installation of a McDonald Water System paves the way for unlimited profit opportunities. It puts you on the ground floor for those additional sales of accessory equipment and appliances for profitable volume today and tomorrow.

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A. Y. MCDONALD MFG. CO.
DUBUQUE, IOWA

PUMPS • BRASS GOODS • OIL EQUIPMENT



EST. 1899
McDonald

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*Ben-Hur Dealers
White Freezer Sales History*

BEN-HUR "America's Finest" FARM AND HOME FREEZER

Dealers Sales and Factory production records prove BEN-HUR "America's Finest," and fastest moving freezer.

And no wonder! With all of the plus values BEN-HUR offers... three classic modern models with *Ben-Hur Blue Color Trim* to suit every demand... separate freezing compartment... sturdy construction for a lifetime of satisfaction... all-around insulation that cuts operating cost, improves performance... and all of the exclusive BEN-HUR features for safety, economy, convenience... it's no wonder BEN-HUR is setting the pace in the freezer industry.

Make it your business to make BEN-HUR *your* business. Write today for full details and information about a BEN-HUR franchise.

BEN-HUR MFG. CO., Dept. EM

634 E. Keefe Avenue, Milwaukee 12, Wisconsin

BEN-HUR FARM and HOME FREEZERS



See the Deluxe Models in 9, 12, 15, and 18 cu. ft. freezers.



*Healthful Living
Through
Frozen Foods*



CORD SETS in a HURRY!



"Columbia", the home of good Cord Sets, can provide the quality, quantity, and service you need. Cord Sets for:

- TELEVISION
- CLOCKS
- RADIOS
- PORTABLE TOOLS
- ELECTRICAL APPLIANCES
- REFRIGERATORS

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"National Distributors and Warehouse for Anaconda Densath Television and Radio Wire and Cables."



More Manhours
Saved per dollar
spent with a "5505"



Rolls under load with minimum effort. 100 degree angle gives right approach.

Lift load only 1/2 inch for balanced roll-away position, roll on ball bearings.

Only 1" clearance between glider rail and two bottom wheels eliminating.

1" rubber steel frame, weighs only 55 lbs., provides maximum strength for 450 lb. loads.

GLEASON "5505" Appliance

Handler is easier to use!

The right way to handle appliances is the easy way, with a Gleason "5505" Appliance Handler. Finger-tip balance under load, turns on a dime, big 10" ball bearing puncture-proof tire wheels. Heavy felt padded support plates, and safety web straps. 23 feet of securely welded steel tubing... topped off with a beautiful white finish. Ask your jobber, or write the factory.

GLEASON CORPORATION
528 534 N. 9th St. Milwaukee 3, Wis.

DISTRIBUTORS: A few select territories still open for service-minded distributors.

SALES: \$1.50 a day, commission & travel. No advance payment, credit & expense. **INDIVIDUAL EMPLOYMENT WANTED:** men & women, capable in person. **SEE KITCHEN CABINETS** at San Francisco. One year's experience in sales. **DISCOUNT** of 10% on all goods. **Wanted** in person for a commission representative.

SEARCHLIGHT SECTION

SELLING
EMPLOYMENT

(Classified Advertising)
"OPPORTUNITIES"

MERCHANDISE
BUSINESS

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Creative Planner and Writer

Leading national manufacturer in the household appliance and commercial refrigeration field, located in the midwest, is looking for an experienced sales promotion writer and planner. Must be able to create, organize and write sound, practical, stimulative plans and materials directed to retail dealers and salesmen.

If you are interested in joining an organization where real opportunity exists for good men, please provide complete personal and business information.

Address P-2396
Electrical Merchandising
520 N. Michigan Ave.
Chicago 11, Ill.

REPRESENTATIVES WANTED

Progressive Manufacturer of Floodlight Assemblies and Vapor Proof Fixtures requires active and sincere representation.

Territories available:
Pittsburgh—(Western Pennsylvania and West Virginia)
Charlotte—(Virginia, Carolinas)
Cleveland—(Northern Ohio)
Cincinnati—(Southern Ohio, Kentucky)
Memphis—(Western Tennessee, Arkansas, Northern Mississippi)
New Orleans—(Louisiana, Southern Mississippi)
Denver—(Montana, Wyoming, Colorado)
Seattle—Portland (Washington, Oregon)
Omaha—(Iowa, Nebraska)
New York State
Houston—Dallas (Texas)
Los Angeles—San Francisco (California, Arizona, New Mexico)
Missouri
Minnesota
Georgia and Alabama

RW 2390, Electrical Merchandising
330 W. 42nd St., New York 18, N. Y.

GENERAL SALES MANAGER

Established manufacturer of steel kitchen cabinets and related products, in Eastern Ohio, requires new General Sales Manager. Must have experience in selling both manufacturers and retail trade, particularly in kitchen cabinets. This is a permanent, excellent opportunity for the right man. Apply by letter, stating experience, education, age, salary expected, to:

BW 2214, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

A TOP OPPORTUNITY

An established Ohio distributor of quality motor appliances has an immediate opening for a Sales Manager. Salary and percentage will earn \$15,000.00 up.

Qualifications: Proven ability in selling and directing a sales organization in the wholesale appliance business or highly successful sales experience with a manufacturer of appliances, establishing distributors and dealers. Experience in middle west preferred. Prefer a married man around forty years of age.

Interested individuals meeting these qualifications are requested to give their complete history as to education and experience, with earnings. Photograph desirable.

To those presently employed and desirous of changing positions, as well as all others, you have our assurance that all information will be held strictly confidential.

Reply BW-2419, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

ATTENTION MANUFACTURER'S REPRESENTATIVE

Approximate, fast growing kitchen ventilator manufacturer has some highly desirable open areas. Company well established and favorably known. Product nationally advertised and distributed.

If you have established contacts with kitchen cabinet, appliances, electrical, or building material distributors, and can advantageously handle another major item, your communication will be welcomed. Please outline territory covered, listing these new handouts. Confidential.

BW-1986, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

REPLIES (Box No.): Address to office nearest you
NEW YORK: 330 W. 42nd St., (18)
CHICAGO: 520 N. Michigan Ave., (11)
SAN FRANCISCO: 88 Post St., (4)

SELLING OPPORTUNITY OFFERED

MFPA's AGENT selling just one top Electrical line for leading manufacturer in Wisconsin and Minnesota to all desirable Electrical, Appliance, and Hardware jobbers and Dept. Store and Industrial Accounts. Will build volume with present customers and will add new customers for reliable manufacturer seeking to expand distribution through these channels for apparatus, supply, or appliance items. RA-329, Electrical Merchandising.

MANUFACTURER OF popular-priced household electric clocks has some protected territories open. Prefer men calling on electrical appliances, jewelry, gift, furniture, hardware and department stores. Our clocks are strictly a quality product, guaranteed, and are outstanding in design and utility. RW-2371, Electrical Merchandising.

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For Sale, Electrical Business. Established over 20 years in thriving city in Connecticut. Large retail business, wholesale supplies and electrical contracting. Marvelous opportunity for progressive person to secure excellent profit paying business. Amount required \$25,000.00. Will furnish detailed information upon request. BO-2405, Electrical Merchandising.

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ANYTHING within reason that is wanted in the field served by Electrical Merchandising can be quickly located through bringing it to the attention of thousands of men whose interest is assured because this is the business paper they read.

SWISS PATENT FOR SALE

Relating to a fully automatic electrical warming pan of latest design and tested and approved by the Swiss Federal Board for testing materials. Write

ERNST KUHN

Muristrasse 64, Bern (Switzerland)

Reduce Your Shipping Costs

Closeouts on surplus stock — Don't buy your Corrugated Cartons or Folding Boxes until you see us.

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We also buy surplus cartons.

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District or store manager exp. in past or electric major and traffic appliances. Selling, sales promotion, store manager, and buyer. Positions held during span of 20 yrs. in appliance field. Sound and practical exp. in retail selling and buying phases of appliance business. 14 yrs. with one of country's largest appliance firms. Well qualified to organize and supervise selling crews. References will stand close investigation.

Available for interview at your convenience. 41 yrs. old, married, excellent health. No objections to traveling.

PW 2349, Electrical Merchandising
520 N. Michigan Ave., Chicago 11, Ill.

Available Soon EXECUTIVE

Can assume full charge of all operations or direct sales for manufacturer or distributor. Experience covers all phases, has directed sales on National level, owned and operated distributing business; Major appliances, refrigerators, washers, ranges, radio and T. V. preferred. Well acquainted and has following among distributors, department stores, variety food and drug chains and other key accounts. Best of references.

PW-3355, Electrical Merchandising
330 W. 42nd St., New York 18, N. Y.

STEEL KITCHEN CABINETS

Does your organization need a man with ten years experience in all phases of the business. Distributor, Dealer, Builder and Manufacturer.

As sales representative and sales manager have selected and serviced distributors in all states East of the Mississippi. Presently engaged as sales manager for manufacturer.

Have also a background of fifteen years experience with appliance manufacturers and distributors.

RA-2397, Electrical Merchandising
330 W. 42nd St., New York 18, N. Y.

WANTED

MANUFACTURERS ATTENTION SURPLUS WANTED

LARGE QUANTITIES
Electrical Appliances & Houseware

IMMEDIATE CASH
BEN-HER INDUSTRIES

11 West 42nd St. New York 18

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This index is published as a convenience to the readers. Every care is taken to make it accurate, but ELECTRICAL MERCHANDISING assumes no responsibility for errors or omissions.

MERCHANDISING

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UNDISPLAYED RATE:

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YEATS APPLIANCE DOLLY SALES CO.

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Milwaukee 3, Wis.



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Most complete line of appliance carrying equipment. Magnesium and steel trucks, ball bearing caterpillar trucks, pneumatic wheel trucks, dollies and rubberized carry all handles. For proper appliance carrying equipment—

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For All Makes of Washers. Factory Machined Rolls Save Time

IRONER PADS AND COVERS

All sizes for all makes

Price sheets are available

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Remote Control Switches
Automatic Time Switches
Automatic Reset Timers
Magnetic Contactors
Interval Timers
Process Timers
Program Clocks

Special Equipment
for Special Jobs.

ZENITH ELECTRIC CO.

150 W. Walton St. Chicago 10, Ill.

PERMANENT REPAIRS

Quickly, Easily Made

8 sizes for all types of domestic appliances and industrial uses. Time Tested—Successful—Economical!

Write for Catalog

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Quality. Service. Low Prices

MIDWEST APPLIANCE PARTS CO.

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MOVING & WAREHOUSE SUPPLIES

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ELKAY PRODUCTS CO.

323-27 West 16th St., New York 11, N. Y.
Phone WATkins 9-1148

HEATING ELEMENTS

Trade Appliance repair shops, write for list of stock items. EXACT FIT and wattage for standard and makes of heaters.

Parts Jobbers and Agents inquiries welcome.

H. & H. ELECTRIC MFG. CO.

1434 Ala. Ave. Bessemer, Ala.

PRINTED CELLOPHANE

Colored - Self Adhesive - Cellophane processed to Roll. Easy to buy - Easy to apply - good for Packaging - Point of Sale advertising - Parts marking and Aircraft Wire terminal identification.

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FRANTZ

MANUFACTURERS OF

WASHING MACHINE PARTS

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WHOLESALE WASHER PARTS

Introductory Offer

AGITATOR DRIVE BLOCKS

W-1085	G.E.	5 for \$1.00
6722	G.E.	5 for 1.00
62882	Easy	5 for 1.00
62882	Easy	5 for 1.00
12376	1900	5 for 1.00
1171	Spd. Queen	7 for 1.00

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FREE—FREE—Parts Catalogs, special offerings, closeouts

MARD 10 So. 2nd Ave. Mt. Vernon, N.Y.

EDITORIAL

CHARLIE PRITCHARD, general sales manager for General Electric appliances, put pencil to paper recently and came up with some rather startling figures on the importance of new appliances in our business.

Taking the annual sales statistics, published in the January issue of *ELECTRICAL MERCHANDISING*, he found that in 1949 the industry sold at retail \$466 million dollars worth of dishwashers, garbage disposers, automatic washers, dryers and home freezers. By itself that figure, despite its impressive proportions, does not mean much. But he goes on to point out that this sum was only \$13 million dollars less than the sale in 1939, only ten years previous, of standard, "accepted" items—refrigerators, ranges, water heaters, washers and ironers. In other words, those devices which have won acceptance only since the close of the war now account for a volume of business to the trade about equal to prewar levels. And the "accepted" devices with sales at \$1,816 million in 1949 are still breaking all prewar sales records.

When we first got a gander at these figures, it inspired us to do a little pencil-pushing on our own account. We noted, for instance, that two other new devices—bed-coverings and television—were not included. The former, with sales at retail in 1949 of \$16.5 million would wipe out the differential and television would add a thumping \$882 million. This would bring the actual 1949 total of new device sales to 1,364.5 million dollars.

Look at it another way: in the four years since the war (1946-1949 inclusive), the unit sales and retail value of these *new devices alone* was as follows:

Appliance	Units Sold	Retail Value
Automatic washers.....	3,196,000	\$895,355,000
Dishwashers.....	550,000	149,375,000
Garbage disposers.....	450,000	56,825,000
Clothes dryers.....	255,000	58,450,000
Home Freezers.....	1,992,250	653,585,000
Electric bed coverings.....	1,945,000	69,985,000
Television.....	3,760,100	1,343,046,000
Total.....	12,140,350	\$3,226,621,000

During those same four post-war years unit sales and dollar volume of standard, "accepted" appliances were as follows:

Appliance	Units Sold	Retail Value
Refrigerators.....	14,716,000	\$3,675,610,000
Ranges (electric).....	4,442,700	1,004,446,200
Water heaters.....	3,323,000	429,710,000
Washers (conventional).....	9,768,980	1,144,776,000
Ironing machines.....	1,551,250	202,517,800
Radio (exclusive of television).....	61,706,000	3,274,899,000
Total.....	95,507,930	\$9,731,739,000

New Business

Out of a grand total of nearly \$13 billion dollars worth of major appliance business, sold at retail in the past four years, new devices that are still only beginning to roll from a public acceptance standpoint accounted for close to 25 percent of the volume. That fact should make encouraging reading for dealers everywhere. That, plus the fact that, historically, the business has been growing by leaps and bounds. Back in 1920, for instance, appliance industry sales were \$100 million; ten years later they were crowding the \$1 billion mark; the depression-ridden 30's saw them decline slightly, but, as of 1947 through 1949, they exceeded the \$3 billion dollar level—30 times the volume achieved 30 years before. To be sure, the number of residential electrical customers connected to the lines during those three decades has jumped from 8 million to 37 million and the national income has continued to expand, but the fact still remains that there are no reasonable limits one can place on the future development of this industry. Figures on the degree of "saturation" of this and that device are frequently bandied about—either to prove that the mass markets are still unsold, or that the degree of ownership has reached a level that discourages further expansion—but these yardsticks, while useful, are misleading.

What the industry has really achieved is a virtual revolution in American home life and standard of living. "Accepted" devices, such as refrigerators and washers, have a permanent place in the home; when they are worn out or obsolete they are replaced. New devices that perform some additional needed service in the home are rapidly on the way to becoming the "accepted" devices of tomorrow. Any industry whose goods and services acquire universal acceptance can never remain static. It must remain constantly dynamic. And the records these newer members of the appliance family are setting is proof that the evolutionary process is still functioning healthily.

Laurence Wray →

EDITOR

IF YOUR ELECTRICAL MERCHANDISING IS LATE, it's because the coal shortage has forced elimination of some of the trains which normally pick up copies from our Albany printer. Later trains mean missed connections, more delays. We're sorry, especially if one or two days' delay means you are late in getting one or more good ideas that you can use in your business.

TEACH YOUR SALESTALK TO TWO-STEP

...to sell more Lovell-equipped washers

Learn these two steps to sway more customers and swing more sales. Get off on the right foot (1) with what Lovell does that no other wringer can do—and the customer is more than half-sold. But if you do need more persuasion, you've got it (2) in the high-quality construction features that mean extra service, longer life for every Lovell wringer.

1.

NO OTHER WRINGER DOES SO MUCH!

TWO EXCLUSIVE FEATURES
NO OTHER WRINGER HAS:



PULL AND IT STOPS! New Lovell "77" gives safety without stopping to think! An instinctive pull stops rolls instantly.

PUSH AND IT SWINGS! A gentle push swings the Lovell "77" from one operating position to the next. Look for the "77" on top models of leading washers!

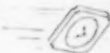


PLUS ALL THESE OTHER FEATURES, TOO:

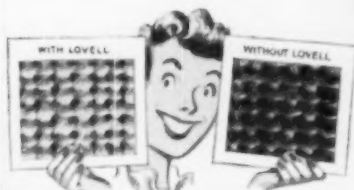


GENTLE! Soft, resilient Lovell rolls won't break buttons or jam zippers.

FAST! Lovell's faster! While first load rinses, the second can be washing.



DOES HEAVY LIFTING! Conveyor action does 90% of the heavy lifting.



GETS CLOTHES CLEANER! Pressure-cleansing means whiter washes. Microphotos show the difference.

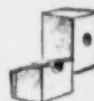
2.

NO OTHER WRINGER IS BUILT SO WELL!



POWER ELECTRIC ROLLS! Three laminations of natural rubber give Lovell rolls the right cleansing power. Can't come loose from super-tough shafts. Shaft-ends are blued-steel.

HARDWOOD BEARINGS! Don't need lubrication. Can't rust, can't stain clothes! Last longer than other bearings in the presence of water.



BALANCED PRESSURE! Strong, single leaf spring distributes pressure evenly. Pressure screw adjustable for cottons, linens, woollens.



ALL-STEEL FRAME! Can't twist, can't break... thanks to H-type steel construction.



PRESSURE CLEANSING WRINGER

Lovell Mfg. Co.
Erie, Pa.

WRINGER-TYPE WASHERS ARE YOUR BREAD AND BUTTER
THE BEST ARE LOVELL EQUIPPED





"I'm reading my future..."

"Back in the days of allotments, I guess I didn't pay too much attention to my Kelvinator Franchise book. It didn't seem burningly important. But today, I'm taking a good close look at what I've got in all of my franchises.

"As I look at my Kelvinator Franchise—I see some things that are pretty important to an appliance retailer.

"Let's take Kelvinator's pledge of engineering leadership. I've seen that pledge kept, year after year. They introduced the first cold clear to the floor refrigerators late in 1947 . . . remember? And if imitation is the sincerest form of flattery—then I handle the most flattered line in the industry today—Kelvinator!

"Kelvinator said that its line would be designed to assure me the maximum percentage of top-of-the-line sales. Like every dealer, I've done a little figuring on how I've been doing. And the percentage of my Kelvinator sales in the 'over \$300' bracket in 1949 amazed me! And it continues to amaze me in 1950 as the percentage is holding high in spite of the terrific value in their new '8's'! Kelvinator sure lived up to its promise on that point.

"But there is something even more important to me in this

Franchise book . . . for it strikes right down to the fundamentals of my own business.

"Today you and I have seen and are seeing instances of the most exalted business ideals bending to expediency.

"In sharp contrast, Kelvinator has firmly adhered to the conviction that there is no part-way point in integrity, that there can be no compromise with right . . . in sound business practices or product quality.

"During the allotment period, when opportunities arose to measurably increase production volume by the use of inferior materials, Kelvinator refused, maintaining its products at the highest level of quality!

"Then—how about Kelvinator's pledge of selective dealerships? When other organizations were expanding their retail organizations, thereby shrinking the average sales potential for each dealer, Kelvinator held steadfastly to its policy of an adequate market for every dealer!

"Kelvinator calls this square kind of dealing 'retail mindedness.' I call it my kind of thinking—the kind that makes the Kelvinator Franchise the most valuable Franchise in the industry."

GET MORE *Get* **Kelvinator**

... THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

KELVINATOR DIVISION OF NASH-KELVINATOR CORPORATION, DETROIT 32, MICHIGAN